

# Quarterly Circular

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As Executive President of the Century International Quality Era Award, it is a privilege to present this

## CERTIFICATE

to

### THE LEGEND INTERNATIONAL WATER HOMES BY K L METRO GROUP

in recognition of outstanding commitment to  
Quality and Excellence, which merits the

## CENTURY INTERNATIONAL GOLD QUALITY ERA AWARD

in the realm of Customer Satisfaction, Leadership, Strategic Planning and Benchmarking,  
as published in the QC100 TQM system

Geneva, March 7, 2011

Jose E. Prieto  
Executive President of BID, Business Initiative Directions



# GENEVA 2011

## CONGRATULATIONS ON ANOTHER FANTASTIC WIN!

Century International Quality Gold ERA ( Geneva ) 2011





## Commitment of The Legend International Water Homes by K L Metro Group to Quality

Our company accepts quality as a factor of development to become more competitive.

The Legend International Water Homes by K L Metro Group is committed to publicizing this Quality Culture with employees, suppliers, clients and the community, supported by the QC100 Total Quality Management Model, the principles of which are the following:

- 1** Quality is a consequence of valuing customer satisfaction and obtaining positive business results.
- 2** Meet the quality levels established in the company in accordance with the QC100 Points of Quality.
- 3** Encourage participation and teamwork for decision making.
- 4** Satisfy the needs of our clients and meet their expectations.
- 5** Provide human resources, both technical and economic, to achieve continuous improvement and respect for the environment.
- 6** Manage human resources in our company to achieve the maximum potential.
- 7** Make employees aware of the importance of concentration on the most profitable areas of activity, to achieve the best business results.

The achievement of these seven principles by The Legend International Water Homes by K L Metro Group will foster improvement for clients, employees, suppliers and all of the other persons who make up the company.

Geneva, March 7, 2011



General Manager  
The Legend International Water Homes by  
K L Metro Group

The criteria expressed in this document is the ideological support of the Century International Quality ERA Award, administered by B.I.D. Business Initiative Directions and endorsed by the QC100 Total Quality Management Model.  
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Century International Quality  
Gold ERA ( Geneva ) 2011



**Organised by Business Initiative Directions (BID), this prestigious international award in the Gold Category was conferred to Kuala Lumpur Metro Group for its commitment in the realm of customer satisfaction, leadership, strategic planning and benchmarking as established in the QC100 TQM ( Total Quality Management ) system.**



## Krunichev State Research and Production Center, a Leading Player for Russia in Space

Over 20,000 people in Russia and other countries are employed by Khrunichev Enterprises, B.I.D. International Arch of Europe for Quality recipient. Khrunichev Enterprises are the main suppliers and component

manufacturers to the avionic and space industries for both Russian and International Space programs. The Khrunichev State Research and Production Center was awarded by Business Initiative Directions President, Jose E. Prieto, for its commitment to quality in the production

of space-launch systems. It was recognized with this trophy which symbolizes success and business achievements in the fields of quality and excellence.



Jose E. Prieto, President and CEO of BID presents the International Arch of Europe Award for Quality to Khrunichev Enterprises, General Director of the Khrunichev State Research and Production Space Center

Along with its role as an essential supplier to the medical, consumer-goods and other industries, the Companies of the Khrunichev Group produce a wide range of engineering appliances.



## The B.I.D. Quality Award for Tata



The B.I.D. World Quality Commitment Award was presented to India's Tata Elxsi in Paris. General Manager of the Automotive Division, Ramanathan Natarajan, represented Tata Elxsi and received the B.I.D. International Quality Award in the Palais des

Congrès in Paris from the President of B.I.D., Jose E. Prieto. Tata Elxsi belongs to Tata Group, one of India's largest and oldest conglomerates, with 98 companies and 289,500 employees in six continents. In terms of annual revenues, the group takes in a yearly \$28.8 billion USD, and its market capitalization amounts to \$66.26 billion USD.

export products and services throughout the world. The Tata Group comprises nearly 100 companies in seven business sectors, 27 of which are publicly listed. Charitable trusts hold 65.8% of the ownership of the Tata Group. Companies forming a major part of the

group include Tata Steel, Corus Steel, Tata Motors, Tata Consultancy Services, Tata Technologies, Tata Tea, Titan Industries, Tata Power, Tata Communications, Tata Teleservices, Tata AutoComp Systems Limited, and the Taj Hotels.



## RAO, Russia's Electricity Giant

RAO UES of Russia received the International Star Award for Quality through former Minister of Finance of Russia, Sergey Dubinin



BID's International Star Award for Quality to RAO "UES of Russia" in Geneva. Receiving the trophy was Former Deputy-Prime Minister of the Russian Federation and Vice-Chairman of the Board of RAO "UES of Russia's" Sergey Dubinin.

Sergey Dubinin, Deputy Chairman of RAO Unified Energy System of Russia - former Minister of Finance in Russia during Yeltsin's Presidency and Chairman of the Central State Bank of Russia, received the Award from President of Business Initiative Directions, Jose E. Prieto. The Unified Energy System is a Russian electrical company historically providing 70 percent of the country's electricity generation, as well as exporting to Scandinavian countries and the Commonwealth of Independent States.

RAO UES received the International Star Award for Quality and the World Quality Commitment Award at the International Convention organized by B.I.D.

## B.I.D. logo, emblem of JSC Polet Airlines

Polet Air Company, winner of the B.I.D. International Quality Crown Award, is a prestigious airline based in Voronezh, Russia, operating cargo and domestic passenger services worldwide. Polet's owner and General

Director, Anatoly S. Karпов, received the B.I.D. Quality Award from Business Initiative Directions. Polet owns eight AN-124-100 aircraft. The technical characteristics of the fleet are cutting-edge, as the Polet AN-124-

100 meet the current environmental and safety requirements with flying colors. Company representatives are proud to state that they go above and beyond the requisites listed by the International Aviation Authorities.



The B.I.D. Quality Award logo emblazons the fleet of aircraft of Polet Airlines after this company received the International Quality Crown Award in London

## The Tallest Building in the World

The impressive Burj Khalifa Tower was built under the management of B.I.D. Century International Quality ERA Winner, Turner Construction

The Burj Dubai tower, (also known as the Burj Khalifa) was completed in 2009 and officially opened on January 4, 2010. It stands 818 meters tall - just 5 meters shy of half a mile. That's nearly 300 meters taller than

approximately \$4.1 billion USD. Turner Construction, which managed construction of the tower, works with around 1,600 projects per year through 20 countries and its 46 offices in the U.S. With a construction volume of \$9.6 billion USD, it specializes in construction management, consulting, contracting, and insurance and risk management. This



The President of Turner Construction International, Mr. Ali H. Odah, received the B.I.D. International Quality Award in Geneva

the previously tallest floored building in the world, the Taipei Tower in Taiwan. Outside, the 'Dubai Fountain', designed by WET Design is illuminated by 6,640 lights and 50 colored projectors, setting a record of its own through its jetstream shooting water 150 meters into the air. The tallest man-made structure, the Burj Dubai's budget was

American company has led the construction of many famous buildings, such as the United Nations Secretariat in New York, the United Airlines Terminal 1, the Madison Square Garden, the American Stock Exchange and the Rose Garden Arena. It is not surprising that Turner has been granted prestigious



Over 800 meters tall, the Burj Dubai is now the tallest skyscraper in the world

awards and trophies for its many achievements worldwide. The company received the B.I.D. Award for Quality thanks to its general success worldwide and its commitment to quality services and excellence.



Sereia Chia Fui Fung, Managing Director of the Yamagata Group from Singapore, receiving the International Quality Summit Award in New York.



Otto Zwanigklocher, CEO of EBI International AG from Austria, received the International Century Quality ERA Award in Geneva.



Linhong Huo, President of China Pacific Insurance (Group) Co., Ltd., from China, receiving the International Star Award.



Aloys Smith, Manager of Marketing of Dierforren Consolidated of the Goldfields Group, from South Africa.

## The Authors of the QC100 Total Quality Management Model



From left to right, Federico Neustener, Jose E. Prieto, Antonio Martinez and Enrique Llorente

Engineers Antonino Martinez and Enrique Llorente, and Physicist-Mathematician Alfonso Casal, along with the President of Business Initiative Directions, Jose E. Prieto, direct B.I.D.'s permanent council in charge of continuous improvement of the QC100 model, in collaboration with a highly qualified team of engineers whose experience allows constant update of the model. This highly refined tool for management of communication models among clients, suppliers and employees, aids general managers of companies awarded by B.I.D. to manage the areas of Customer Satisfaction and Human Resources. It also facilitates improvement of company systems and processes and helps focus on the most profitable areas of business activity.

## Corporate Image Improvement

For those companies that have already been certified with the ISO 9000, winning the B.I.D. International Quality Award means expanding strategies for quality management by receiving the QC100, the B.I.D. Total Quality Management model, created to facilitate an innovative tool to Directors of Quality. The B.I.D. Business Awards are a tool for global communication helping to spread the latest technologies related to quality culture and endorsement. In this way, the B.I.D. Award symbol endorses the corporate image of winning companies through marketing, advertisement, press and television as well as for trade fairs, point of sale, office space, and buildings and vehicles.



Haniel Qureshi, Director of Quality Assurance & Control of Kuwait National, from Kuwait

## The QC100 Model Outlines the Voting Criteria for B.I.D. Awards

B.I.D. carries out continuous polls among companies who vote for the best companies. The International Business Initiative Directions awards are presented on the basis of meeting the criteria of the QC100 TQM (Total Quality Management), the contents of which serve as guidelines to business leaders to improve processes and systems. Basic steps to successfully implement the TQM program in companies are:

- A quality-driven organization
- A customer-minded approach
- Job satisfaction
- Technological renewal
- System efficiency
- Leadership in society
- Concentration on the most profitable areas of business

The B.I.D. QC100 Model of TQM allows company managers to consolidate and strengthen their position in the market.



Winston Tan, President of Edson on the Park, from Australia, receiving the Quality Summit Award in New York



**Dato' Low and Dato' Yap accepting the award at the ceremony**

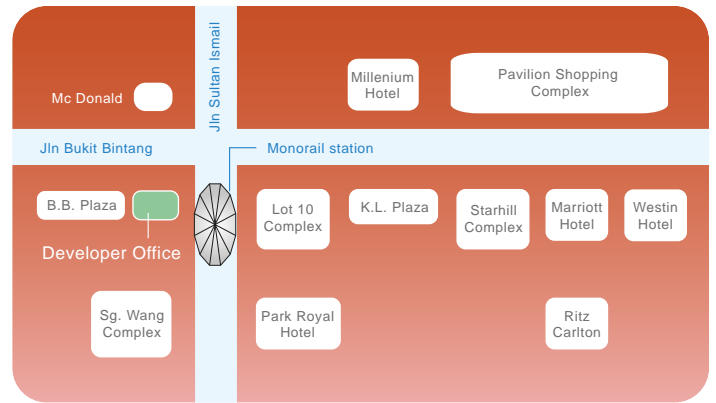






**Interior work for the Garden Homes are in their final touches. A sensory delight will await future guests.**

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A Trusted Name : Kuala Lumpur Metro Group , the Multiple Award-winning Company



CNBC's International Property Awards (London) 2007



6th Asia Pacific International Honesty Enterprise Keris Award 2007



3rd Malaysia Business of The Year Award 2008



Asia Pacific Commercial Property Awards in association with Bloomberg Television ( Hong Kong ) 2010



Century International Quality Gold ERA ( Geneva ) 2011