

## 16<sup>th</sup> WORLD PRODUCTIVITY CONGRESS AND EUROPEAN PRODUCTIVITY CONFERENCE 2010 TO BE CONDUCTED UNDER THE AUSPICES OF THE PRESIDENT OF TURKISH REPUBLIC; H.E. ABDULLAH GÜL



MPM will host 16th WPC and EPC 2010 on 2-5 November 2010 at Maritim Hotel and Congress Centre in Belek Antalya under the auspices of Turkish President H.E. Abdullah GÜL. For the organization of this event, MPM is working

in collaboration with World Confederation of Productivity Science (WCPS) and European Association of National Productivity Centres (EANPC).

The Congress main theme is **“Productivity at the Crossroads: Creating a Socially, Economically and Environmentally Responsible World”**. The starting point in selecting this theme is that productivity improvement is not solely the solution to the economic crisis. The necessity to build up and strengthen the social, economic and environmental responsibility in all areas, are as essential as productivity improvement in addressing the challenges facing the world. The Congress aims at reconsidering the productivity issue, displaying the importance of productivity, searching ways of productivity improvement with new productivity approaches and forming a platform where nations, organizations and individuals can share information and establish collaborations. These aims are going to be discussed within the context of the following 6 sub-themes: Sustainable Productivity, New Productivity Perspectives, Global Crises and Productivity, Building Bridges for Productivity, Enterprise Productivity: Best Practices and Special Productivity Topics.

The key note speakers from among the leading people who stepped forward with their works and experiences will address the participants at the Congress. Public organizations, public and private sector enterprises, productivity experts will share their experiences, new strategies and policies.

Some special sessions will also be arranged. CEOs of important international firms, ministers

from different countries will come together to discuss productivity approaches, problems and their solutions. The Congress will also be an opportunity for cooperation of productivity centres from all around the world and their upper organizations.

Registrations and submissions of abstracts have started in December 2009 when first call for abstracts has been announced. The information about registration and accommodation packages, guidelines for submission of abstracts, Congress Draft Programme can be accessed on [www.wpc-epc2010.org.tr](http://www.wpc-epc2010.org.tr). E-bulletins including the current developments and also announcements and news are available on the Congress web site.

National and international promotion activities have aimed high level of participation while the preparations for the Congress have been continuing with diligence.

