A WORLD QUALITY WEEK CONFERENCE

IQC 2026

INTERNATIONAL QUALITY CONFERENCE 2026

QUALITY: POWERING PERFORMANCE

MEET OUR KEYNOTE SPEAKERS



Dr. Karmela Palma | Eng. Ayman El Bayaa | Dr. Abel Adekola | Prof. Dr. Sherifa Sherif

GOVERNANCE | AI & DATA | EXCELLENCE | COLLABORATION | SUSTAINABLE IMPACT

10–11 NOVEMBER 2026

INTERCONTINENTAL CAIRO SEMIRAMIS, GARDEN CITY, CAIRO

ORGANIZED BY

Productivity and Quality Institute (PQI),
Arab Academy for Science, Technology and Maritime Transport (AASTMT)

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Quality: Powering Performance.

MEET OUR KEYNOTE SPEAKERS

Discover the visionary leaders who will share their insights, experiences and perspectives on how quality drives performance, innovation and competitiveness in today's world.

10 – 11
November 2026

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Cairo Semiramis
Garden City, Cairo

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of Business & Leadership

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KEYNOTES AT A GLANCE

A quick overview of the distinguished keynote speakers shaping the IQC 2026 conversation on quality, performance, and competitiveness.

1



Dr. Karmela Palma

Quality as a Performance Engine: The Global Imperative in 2026

Day 1, Tuesday 10 November 2026

10:00 – 10:40

2



Eng. Ayman El Bayaa

AI, SPC and the New Quality Professional

Day 1, Tuesday 10 November 2026

11:40 – 12:10

3



Dr. Abel Adekola

Powering Performance Across Borders: Strategic Leadership, Culture and Quality in Global Organizations

Day 1, Tuesday 10 November 2026

13:50 – 14:20

4



Prof. Dr. Sherifa Sherif

Quality as a National Productivity Strategy

Day 2, Wednesday 11 November 2026

09:30 – 10:00

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KEYNOTE 1

Dr. Karmela Palma

CEO, International Excellence Institute | Business Excellence and Organization Development Expert

KEYNOTE TITLE

Quality as a Performance Engine: The Global Imperative in 2026

Day 1, Tuesday 10 November 2026 | 10:00–10:40 (Opening Keynote)

SPEAKER PROFILE

Dr. Karmela Palma is an expert in organization development and business excellence, with extensive experience leading strategy and organizational development work in regulated sectors across the Gulf. She is the CEO of the International Excellence Institute. She holds a Doctorate in Business Administration from San Beda University, awarded Magna Cum Laude together with the Outstanding Dissertation and Visionary Award. She also holds an LLM in International Trade and Commercial Law from the University of Essex and an Executive MBA from the Ateneo de Manila Graduate School of Business. She is a Fellow of the Chartered Management Institute, UK.

Her work focuses on organization development and excellence, strategic management, ESG, human resources, artificial intelligence, and women's development. She has served as Head of the Qatar Professional Women's Network, is a founding member of IAM Filipina, and serves on the Board of Trustees of the Chartered Quality Institute (CQI).

KEY FOCUS AREAS

- Business Excellence
- Strategy
- ESG
- AI
- Women in Leadership

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KEYNOTE 2

Eng. Ayman El Bayaa

Deputy Minister for Digital Transformation |
Executive Director, Industrial Modernization Centre (IMC)

Day 1, Tuesday 10 November 2026 | **11:40 – 12:10**

KEYNOTE TITLE

AI, SPC and the New Quality Professional

PROFILE

Eng. Ayman El Bayaa is Deputy Minister for Digital Transformation and Executive Director of the Industrial Modernization Centre (IMC). He leads the digital transformation of Egypt's industrial sector, with a focus on AI, smart infrastructure and sustainable innovation to strengthen the sector's global competitiveness.

He is a strategic technology leader with more than 30 years of experience driving digital change across Egypt, the Kingdom of Saudi Arabia and the United Arab Emirates. He previously served as CEO of YAS Technology and STME, and as General Manager of Technology at Al fanar Group. His leadership has been recognized internationally, and he is an EBA Oxford award winner.

KEYWORDS

Digital Transformation | AI | Smart Infrastructure | Industry | Innovation

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KEYNOTE 3



Dr. Abel Adekola

Dean, College of Business and Engineering,
Wilkes University, USA

KEYNOTE TITLE

Powering Performance Across Borders: Strategic Leadership, Culture and Quality in Global Organizations

Day 1, Tuesday 10 November 2026 | 13:50 – 14:20

PROFILE

Dr. Abel Adekola is Dean of the College of Business and Engineering at Wilkes University in Pennsylvania, USA, and joined Wilkes in 2016 as Dean of the Jay S. Sidhu School of Business and Leadership. Before Wilkes, he was Dean of the College of Management at the University of Wisconsin–Stout, where he was also a tenured full professor of business, chaired the Department of Business, and directed the Office of International Education.

His career has centered on international business. He was a Fulbright Scholar at ISM University of Management and Economics in Vilnius, Lithuania. He later received a Vietnam Faculty Development in International Business Fellowship and a Senior Distinguished Fellowship from the Academy of World Business, Marketing and Management Development. He is co-author of *Global Business Management: A Cross-Cultural Perspective* and author of *Gateway to Personal Investment: An American Dream*. He co-founded the PQI and Wilkes University partnership in 2022, formalized by a five-year MoU in 2024.

Global Leadership | International Business | Higher Education | Cross-Cultural Management | Partnership

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KEYNOTE 4

Prof. Dr. Sherifa Sherif

Executive Director, National Institute for Governance and Sustainable Development (NIGSD) | Professor of Public Administration, Cairo University

KEYNOTE TITLE

Quality as a National Productivity Strategy

SESSION DETAILS

Day 2, Wednesday 11 November 2026 | 09:30–10:00 (Day 2 Opening Keynote)

SPEAKER PROFILE

Prof. Dr. Sherifa Sherif is Executive Director of the National Institute for Governance and Sustainable Development (NIGSD) and a tenured Professor of Public Administration at the Faculty of Economics and Political Science, Cairo University. She is a member of the UN Committee of Experts on Public Administration (CEPA) and a Board Member and Head of the Training Committee at the National Council for Women. She has served on ministerial committees in Egypt including Administrative Reform, Civil Service Capacity Building, the Egyptian Excellence Award and the Egyptian Anti-Corruption Committee. She is Egypt's coordinator for the OECD Public Governance Committee.

At NIGSD she leads national programs on good governance, digital skills, green skills and women's leadership, including work with UNDP and Cisco. She has advised development projects for USAID, the World Bank and UN Women, and has collaborated with leading institutions including King's College London, George Washington University and the Hertie School of Governance. She is a Chevening Scholar and was named one of the 50 Most Influential Women in Egypt in 2020.

KEYWORDS

Governance | Public Administration | Sustainability | Women's Leadership | National Productivity

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We look forward to welcoming delegates, speakers, researchers, and partners to Cairo for two days of dialogue on quality, performance, innovation, and competitiveness.

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