

FOR IMMEDIATE RELEASE

## **ASQ Expands With Dubai Office Serving Middle East, North Africa Quality Community**

*ASQ MENA to increase local services to members, customers*

**DUBAI, United Arab Emirates, June 27, 2013** — [ASQ](#), the leading authority on quality in all fields, organizations and industries, has opened a regional service center in Dubai, United Arab Emirates, designed to provide local resources to the region's quality community.

[ASQ MENA](#) will serve organizational and individual members and customers in the Middle East and North Africa region, where ASQ already has more than 1,000 individual and organizational members. ASQ is based in Milwaukee, Wis., USA, and has national service centers in China, India and Mexico.

ASQ MENA will offer [memberships](#), training and education [resources](#) and professional [certifications](#) — a formal recognition of proficiency and comprehension of a specific body of knowledge. ASQ MENA also will provide on-site training with local instructors will continue working closely with existing quality partners in the region and spread the message of quality.

ASQ MENA will offer services in Arabic and English.

"We have seen an increase in recent years in the needs of the quality community in the Middle East and North Africa region," said John Fowler, managing director for ASQ Global. "The MENA office will provide local service for our members and promote ASQ's products and services.

"The ASQ MENA office represents a natural progression in the growth of ASQ as we continue to respond to the quality community worldwide."

ASQ MENA has developed and implemented necessary strategies to strengthen the region's standing in terms of performance improvement.

This is the second major global expansion this year for ASQ. Earlier this year, ASQ launched with PGQP the joint venture Quali in Brazil, which provides training and professional certifications.

For more information, visit [asqmena.org](http://asqmena.org), or contact ASQ MENA Marketing Manager Kavitha Prabhu at [kprabhu@asq.org](mailto:kprabhu@asq.org) or +971 (4) 311 6300.

**About ASQ**

ASQ is a global community of people dedicated to quality who share the ideas and tools that make our world work better. With millions of individual and organizational members of the community in 150 countries, ASQ has the reputation and reach to bring together the diverse quality champions who are transforming the world's corporations, organizations and communities to meet tomorrow's critical challenges. ASQ is headquartered in Milwaukee, Wis., with national service centers in China, India, and Mexico, and a regional service center in the United Arab Emirates, serving the Middle East and North Africa. Learn more about ASQ's members, mission, technologies and training at [www.asq.org](http://www.asq.org).

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