



**Business Initiative Directions**



Building better business reputation worldwide

**P R E S S   R E L E A S E**

## SABAR MACHINE TOOLS MFG. CO.

soon to be awarded the International Star Award for Quality Geneva

### International Award in recognition of the commitment to Quality, Leadership, Technology and Innovation

#### BID, Geneva.

The city of Geneva was headquarters to the 2001 XXVI International Star Convention for Quality, the purpose of which is to recognize the commitment to quality of awarded companies from all over the world whose business activities cover the top areas of industrial production and services.

In this way the BID symbol has made its presence known in 162 countries of the world, and has created a firm ground for the implementation of an integral quality process through the technology and procedures of the CC100 Total Quality Management.

The presentation of the "International Star" trophy took place on October 22, 2001, in the Convention Hall of the Intercontinental Hotel Genève.

The event was presided by José E. Prieto, President and CEO of Business Initiative Directions, along with outstanding personalities from the business world and international members of the diplomatic corps in Switzerland.

For José E. Prieto, Executive President of BID, organizer of the International Star Award Quality Convention 2001, "the awarded companies are symbols of commitment to leadership, technology and innovation which make them models for other companies of their sectors".

Among the outstanding companies at this year's ceremony were:

**KazTransOil** (Kazakhstan), is presently transporting more than 1 million tons/year with its fleet of

ships and will have an estimated capacity of close to 28 million tons/year in the near future through its pipeline systems.

**Azuma Trading Company**, a Japanese company involved in the petrochemical business.

**Display Refrigeration Unit, DRU**, a company from Belgium specialized in cool-displays for points of sale, custom made and exclusively adapted to its clients needs.

**ULMA**, one of the most important companies of the north of Spain, the Basque region, with a strong focus on customer satisfaction. ULMA carries out its activities in the areas of agriculture, industry and construction, and is established in Europe, the U.S., South Africa and South America.



Mr. Bolat Palymbetov, First Vice Director General of KazTransOil, Kazakhstan.



Mr. José María Loiti, Commercial Director of ULMA Handling Systems, Spain.



Mr. Masao Azuma, President of Azuma Trading Co., Japan.