



European Society for
Quality Research

“SOMAX Co., Ltd.”

For Attention: Kazumi Tomita, President
1-7-17, Tamatsu, Higashinari-ku
Osaka 537-0023, Japan

August 25, 2026

Dear Mr. Kazumi Tomita, President:

In **Vienna (Austria)**, on **Monday, December 7, 2026**, the ESQR, in the framework of its annual recognition program, will present the **Quality Choice Prize 2026** to selected companies, institutions, public administrations and organizations representing different sectors from Europe, Asia, the Americas, Africa and Australia, in its Convention to be held at the hotel **Parkhotel Schönbrunn** (the former palace for the Austrian emperors' guests). The Quality Choice Prize recognizes those with ethics and initiatives that demonstrate exceptional success in quality management and that maximize the full potential of their services through quality-oriented practices.

It is our pleasure to inform you that **“SOMAX Co., Ltd.”** has also been selected by the ESQR to receive the above indicated award in Vienna. We, therefore, kindly invite you and/or the representative(s) of **“SOMAX Co., Ltd.”** to participate in our Convention and receive the Quality Choice Prize 2026 in Vienna on the above-mentioned day.

The Convention and the Awards giving ceremony with the Gala Dinner will take place on Monday, December 7, 2026, at Parkhotel Schönbrunn hotel's spectacular ballroom (address: Hietzinger Hauptstrasse 10, 1130 Vienna, Austria). Business leaders, academic experts and quality professionals from all over the world will participate in the above mentioned event and the most significant moments will be covered by photographers and cameramen. In the morning of the same day (December 7, 2026), the conference is scheduled, where, besides the keynote speeches of quality experts, the participating companies, institutions, organizations and public administrations representatives will have as well an opportunity to offer a speech about their activities to the international audience and also to network with business leaders, academic experts, civil servants and diplomats from different countries. It will be a very good opportunity to meet and establish contacts with delegates from all over the world and find in them possible partners, clients or investors.

The ESQR is a European organization, with Head Office in Lausanne (Switzerland), dedicated to quality improvement techniques recognition and research. ESQR makes a positive contribution to quality culture through its annual conventions and award giving ceremonies in the major cities. It recognizes excellence, disseminates innovation and visionary thinking, spreads knowledge, shares conformity assessment practices and facilitates networking.

You can see some of the winners of our awards by visiting our website at www.esqr.org and by clicking on the section **AWARD WINNERS**.

We have attached a participation information sheet to the present notification where you can find the details on participation conditions and scheduled program.

To confirm your participation in the award giving ceremony and the convention in Vienna, please fill in the *Participation Confirmation Form* (see the enclosed information sheet) and send it to us by e-mail: info@esqr.org. You can also visit our website: www.esqr.org or call us: **+41 21 312 58 52** and our international staff will be at your disposal to answer your questions in English, French or Spanish.

We hope to see you at our Convention in Vienna and make it an unforgettable experience for you.

Sincerely,

Dr. A. Arista,
Executive Director