

In context of globalization especially manufacturing companies are increasingly part of global value-creation networks. Therefore, products are developed, manufactured and sold with global division of labor. Besides the advantages of getting access to new markets and using favorable factor costs, major challenges as quality problems occur. In the complex global environment these issues are difficult to control and are usually addressed reactively at great expense.

The challenges of globalization must therefore be addressed by quality management with appropriate approaches and models. A global quality management can be considered as a prerequisite for the successful global market development and cultivation. A global quality management system supports companies to multiply the know-how and make different locations quickly familiar with their quality standards.

However, the implementation of a global quality management system is a long-termed and complex project. The developed procedure model provides targeted support by systematically showing how a global quality management system can be introduced which can be used as global working and communication platform with documented standards. The procedure model comprises nine sequential phases with corresponding content, responsibilities, results and implementation advices. Additionally, the procedure model considers a parallel phase for the implementation of a global CAQ system as a suitable IT system to ensure optimal coordination and harmonization of the two systems. A focus of the procedure model is on the later applicability and acceptance of the implemented global quality management system at various locations. Therefore, a quality management system must be developed which is applicable in the daily work of a multinational company. An important conceptual prerequisite is the representation of a worldwide applicable level of detail ensuring a global minimum standard but at the same time also allowing flexibility for specific local requirements.