



EOQ Press Release

EOQ Presidential Georges Borel Awarding 2024 – online, June 10th, 2024

The European Organization for Quality (EOQ) is pleased to announce that **Mr. Zoran Lekic** has been awarded the prestigious **European Georges Borel Award 2024**. EOQ has celebrated the recipient of the EOQ European Georges Borel Award 2024 on the occasion of the EOQ General Assembly online meeting, of **June 10th, 2024**.

The Georges Borel Award has born from the idea that the development and the promotion of the European Quality Movement is done by outstanding individuals who spend their time and energy in sharing their beliefs and knowledge for the benefit of the European Society.

The **recipient of the 2024 EOQ Presidential Georges Borel Award** is **Mr. Zoran Lekic - awarded with the EOQ Georges Borel Award for European achievements**. This recognition comes considering Zoran Lekic's outstanding efforts and unwavering dedication to promoting the European Quality Trademark (EQTM) product.

Zoran Lekic has been a pivotal figure in advocating for the adoption of the EQTM label, significantly influencing numerous companies across Slovenia and other European nations. His tireless work in educating and motivating businesses about the benefits of the EQTM label has not only elevated the standards of quality within these organizations but also significantly enhanced their competitive edge in the global market.

Through his efforts, Zoran Lekic has effectively advanced the mission of EOQ by fostering a culture of excellence and quality across the continent. His initiatives have led to a notable increase in the number of companies applying for and achieving the EQTM label, thereby amplifying the visibility and reputation of EOQ and its quality products.

Zoran Lekic's commitment to quality and his strategic promotion of the EQTM label have made a substantial impact on the European business landscape. His leadership and advocacy embody the principles of quality and continuous improvement that EOQ stands for. It is for these reasons that Zoran Lekic is a most deserving recipient of the European Georges Borel Award, as he continues to drive the quality movement forward and inspire others to strive for the promotion of EOQ and its products.

EOQ Georges Borel Award recognizes individuals who have brought an outstanding contribution to the EOQ mission, who is: "Improve European society through the promotion of Quality in its broadest sense". The European Organization for Quality wants to show them recognition and to thank them for their contribution.

The European Organization for Quality (EOQ) associates more than 70,000 members and 500,000 companies within its member and partner organizations in Europe and worldwide. EOQ is the European interdisciplinary organization striving for effective improvement in the sphere of quality management as the coordinating body and catalyst of its Member Organizations aiming to improve European society through the promotion of Quality in its broadest sense.

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If you'd like more information about this topic, e-mail Ulf Gustavsson – EOQ Secretary General at ulf.gustavsson@eqq.org