

EOQ Press Release

EOQ Announces the First World Quality Leader Award Presented to Christian Levin at ICQ 2025

Tokyo, Japan, September 1, 2025



The European Organization for Quality (EOQ), together with IAQ, ASQ, and JUSE, proudly launched and presented the inaugural World Quality Leader (WQL) Award today at the International Conference on Quality (ICQ 2025) in Tokyo.

The World Quality Leader Award is a new global distinction created to honor outstanding leaders who have advanced quality management, driven sustainable transformation, and inspired organizations worldwide. Established as a joint initiative of IAQ, ASQ, EOQ, and JUSE, the award promotes excellence in leadership, recognizing those who integrate customer focus, continuous improvement, and societal responsibility at the highest levels of business and public life.

The first-ever recipient of this prestigious award is Christian Levin, President and CEO of TRATON and Scania Group, whose career exemplifies the principles of quality leadership. From his early years at

Scania to leading more than 100,000 employees across TRATON Group, Levin has consistently championed a culture rooted in customer focus, innovation, and sustainability. His advocacy extends beyond his companies, through leadership roles in ACEA (European Automobile Manufacturers' Association) and the CEO Alliance, where he promotes responsible leadership, sustainable mobility, and the role of quality as a driver of competitiveness and societal progress.

Christian Levin exemplifies true quality leadership. For his integrity, vision, and lasting contributions to business and society, EOQ and our partners are honored to present him with the first World Quality Leader Award.

The WQL Award will be presented annually at major international quality events, with winners serving as global ambassadors for quality. Beyond the recognition, each WQL laureate is expected to continue contributing to the worldwide advancement of quality by participating in events and supporting the community as a role model and mentor.

The launch of the award at ICQ 2025 highlights a new chapter in the global quality movement, underscoring the importance of visionary leadership in addressing today's challenges of competitiveness, sustainability, and societal well-being.

The European Organization for Quality (EOQ) is a non-profit association that promotes quality management and leadership across Europe and beyond. As a founding partner of the World Quality Leader Award, EOQ is committed to advancing excellence, innovation, and sustainable progress in organizations, industries, and societies.

September 2025

If you would like more information about this topic, e-mail EOQ Secretary General, Mr. Ulf Gustavsson: ulf.gustavsson@eoq.org