



GENEVA
April 27, 2009



Business Initiative Directions

Building better business reputation worldwide



E CUBE INDIA SOLUTIONS LTD.

from India

selected for the Century International Quality ERA Award - Geneva 2009

In recognition of Commitment to Quality, Leadership, Technology and Innovation

BID, Geneva

The award presentation of the Century International Quality ERA Award, Geneva 2009, organized by B.I.D., took place on April 27th, in the Inter-Continental Genève Convention Hall. The event was presided by Jose E. Prieto, President and CEO of Business Initiative Directions, along with outstanding personalities from the business world and the diplomatic corps. The main sponsor of the International Quality Convention was Inmarpass, which covered the

news on the presentation of the awards in Geneva through its more than 26 publications in English, French, Spanish, Russian and Portuguese. In this way the BID quality symbol has made its presence known in 178 countries around the world, and has created a firm ground for the implementation of an integral quality process through the technology and procedures of the QC100 Total Quality Management. For Jose E. Prieto, Executive President of B.I.D., "the awarded companies are symbols of commitment to leadership, technology and

innovation which make them models for other companies of their sectors". The companies from 53 countries from Europe, America, Africa, Asia and the Middle East received the Century International Quality ERA Award as a recognition to their achievements in spreading Quality Culture. It was of special international significance for these companies to join B.I.D.'s historic group of the most important companies in the world distinguished by their commitment to quality, among which are these outstanding companies: