

You
Need
Only
3 Reasons
To Be
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CROWNE PLAZA MUTIARA
KUALA LUMPUR

19 - 21 JULY 2010

The Q Factors

- Quality Assurance
- Quality Content
- Quality Networking

QUALITY ASSURANCE

- Software testing is a cognitively complex technical activity that combines areas of knowledge & techniques, skills, processes, good resources, technology, governance & leadership, and the nurtured experience towards **ensuring software quality** that has become a key factor for the success of product and organizations.
- Software testing is about quality assurance. Regardless the nature of your business or industry, as long as software and internet application are crucial to the way you conduct your business, software testing must be adherent in **ensuring best of practice** in your deliveries. SOFTEC2010 will allow you to identify your needs and how you can **Bridge the Gap** within your organization or in your own continuing professional development.

QUALITY CONTENT

- The first and second editions of SOFTEC featured the who's who in the international software testing community.
- SOFTEC2010 will see the return of several noted speakers and presenters and at the same time will also feature notable keynote addresses by yet another prominent international personality in the testing community, as well as Malaysian's very own representative from the Government ministry, departments and agencies.
- Some of the familiar names such as Rex Black, Dave Miller, Sigrid Eidh and Lee Copeland will make a return.
- However lookout for new speakers such as Jeff Brittain, Senior Vice-President for Cook Systems International, Prof. William Scherlis, School of Computer Science at Carnegie Mellon, and Jeff Offutt, Professor of Software Engineering in the Volgenau School of Information Technology at George Mason University are already committed to be at SOFTEC2010!

softec2010

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Dr. Jeff Offutt
Volgenau School of
Information Technology
George Mason University



Dave Miller
VP, Software Quality
Assurance
FedEx, USA



Lee Copeland
Software Quality
Engineering (SQE)
USA



William Scherlis
Director,
Institute for
Software Research



Jasbir Dhaliwal
University of Memphis
USA



Sigrid Eldh
Principal Consultant
Ericsson, Sweden

SOFTWARE TESTING BRIDGING THE GAP

- Keynote & presentation by members of the International Quality Engineering Community
- All professionals, practitioners, academia and corporations are welcome!

**Enjoy Early Bird Discount
REGISTER NOW!!!**

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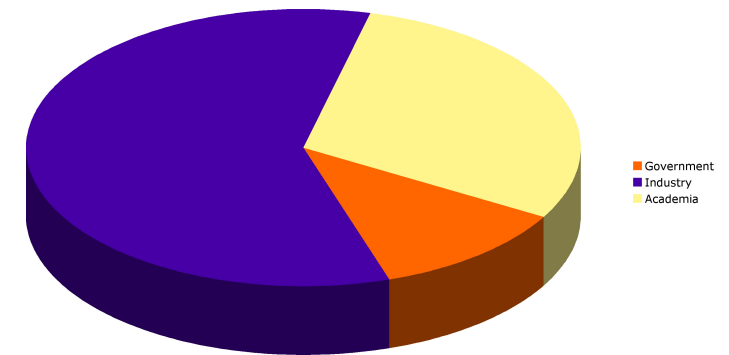
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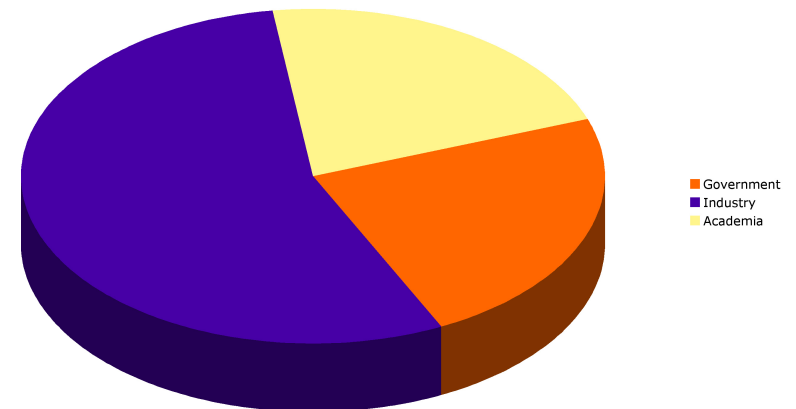
QUALITY NETWORKING

- The international software testing community will be converging in Malaysia at the SOFTEC2010. Apart from the participants who are from the private and public sectors, the 50-country members of the International Software Testing Qualification Board will also be in Malaysia for their Summer 2010 General Assembly.
- Participations by the industry remain the biggest turns out in 2009 compared to government and academia.
- However, SOFTEC 2010 will also welcome representatives from 50 countries who are members of the International Software Testing Qualification Board (ISTQB).

SOFTEC08



SOFTEC09



■ Industry ■ Academia ■ Government

YOU GOT TO BE THERE!

softtec2010

SOFTWARE TESTING CONFERENCE