

Keynote Speakers



Frank Piller is an associate professor of management at **TUM Business School, Technische Universitaet Muenchen**, where he directs the Center for Customer Driven Value Creation. Presently, he is on an extended leave to work at the **MIT Sloan School of Management (BPS, Innovation and Entrepreneurship Group), Massachusetts Institute of Technology in Cambridge, MA**. His recent research focuses on value co-creation between firms and customers/users and related issues at the interface between innovation management, operations management, and marketing.



Alexander Tsigkas is an active member in the community for Mass Customization, being a speaker in all three World Congresses. He works as a senior consultant for the **Leonardo Group** mainly in the East and Central Europe and he is a senior lecturer at the **Democritean University of Thrace, Greece** in the School for Production Engineering and Management. His experience expands to over 20 years in Industry with focus on Business Process Reengineering, especially where, effective and efficient Supply Chains is a key factor for the success of the customer. His professional experience includes training, consulting and implementation of MRP and Manufacturing Execution. In the last 10 years Alexander helps Enterprises in Central and East Europe, who have chosen flow or lean methodologies in order to implement Supply Chain strategies.



Zoran Anisic is an assistant professor at the **University of Novi Sad (Serbia & Montenegro)**, Faculty of Technical Sciences, Department for Industrial engineering and Management. He is also a professor at the **Polytechnical Engineering College in Subotica**. The main areas of research are integrated product development, design and simulation of manufacturing systems and mass customization. Zoran Anisic has published more than 60 scientific papers presented at conferences and professional journals, both in his country and abroad and also has a long-time experience with co-operating on projects with companies.



Ralph Seelmann-Eggebert is an expert in logistics and production system designed for mass customization. after working in this field for the **Fraunhofer Institute IFF** for several years as head of the Department for Mass Customization. Ralph Seelmann-Eggebert is now with **Volkswagen Consulting** in the field of logistics and production. He is internationally renown and has published several books and articles concerning mass customization.

Conference Outline

The **MCP-CE2006** is the 2nd event of its kind to approach the field of MCP in Central European Countries from an interdisciplinary perspective bridging scholarly research and business practice.

Following the example of the **MCP-CE2004** which was held with large success with participants from 12 countries, the MCP-CE2006 (24-26 May 2006) will take again a broad and interdisciplinary perspective to address the relevant topics in MCP. Its special objective is to engage participants in the dialogue how to **bridge Mass Customization and Mass Production in Central European Countries**.

The extended formula of the MCP-CE2006 includes a strong approach toward business practice. One of the key goals of the MCP-CE2006 is to discuss the development issues from the perspective of SMEs sector, which constitutes over 90% of all companies in Central Europe. Zoran Anisic and Alexander Tsigkas will address this problem during keynote lectures proposing innovative and low resource approaches toward implementation, based on a close cooperation between industry and university sectors.

High scientific level and pressure put on practical issues will be guaranteed due to the attendance of world class experts and representatives of the leading Polish business associations (**Business Centre Club, Euro Info Centre, Association for Entrepreneurship Promotion**). Attendance of the latter ones will give a chance for all participants to discuss effectively cooperation issues with local industry as well as joint project ideas.

Mass Customization (MCP) refers to a customer co-design process of products and services which meet the needs of each individual customer with regard to certain product features. All operations are performed within a fixed solution space, characterized by stable but still flexible and responsive processes. As a result, the costs associated with customization allow for a price level that does not imply a switch in an upper market segment.

Frank Piller (10/2005)

Topics of Interest

- Gaining competitive advantage through customer integration
- MCP best practices and case studies
- Manufacturing, logistics and supply chain management in the context of MCP development
- Information technologies as key enabler for MCP
- Advances in MCP development in Central Europe
- Funding opportunity for innovative business approaches
- Other relevant topics (innovative business strategies, open innovation, customer centric enterprises, etc.)

Important Dates

Abstract submission deadline:	28 February 2006
Notification to authors:	10 March 2006
Final paper submission:	16 April 2006
Final notification:	05 May 2006
Registration and payment deadline:	14 May 2006

Conference Fees

General participation:	180 Euro
Presenters:	150 Euro
Students:	100 Euro

Conference rates include: workshops, sessions, proceedings, coffee breaks, luncheons and a banquet.

Optional trip to Cracow: 40 Euro

This includes: bus transfer, sightseeing, dinner. Organization of this event will depend on the number of participants.

Conference Program

24.05. Wednesday

- Workshop (Robert Freund, Maciej Piotrowski)
 - MCP Basics and Case Studies
 - MCP in Central Europe - Results of an Industry Research
 - EU and governmental funds for innovative approaches
 - MCP - News from the 3rd MCP World Congress 2005
- Discussion panel (representatives of Polish business associations and MCP experts)
- Workshop on SAP in context of MCP implementation (Marian Krupa)
- Unofficial meeting of conference participants in one of Rzeszow's restaurants

25.05. Thursday

- Conference opening
- Sessions
- Official banquet at university campus outside Rzeszow

26.05. Friday

- Sessions
- Conference closing

27.05. Saturday

- Optional trip to Cracow (bus transfer, sightseeing,

Scientific Committee

Chairman:

- Robert Freund, UITM, Poland

Members:

- Alexander Tsigkas, Democritus University of Thrace, Greece
- Andrzej Szelc, UITM, Poland
- Cipriano Forza, Università di Modena e Reggio Emilia, Italy
- Fabrizio Salvador, Instituto de Empresa, Spain
- Jan Andreasik, Association for Entrepreneurship Promotion, Poland
- Krzysztof Feret, UITM, Poland
- Ralph-Seelmann-Eggebert, Volkswagen, Germany
- Tadeusz Grabinski, The Cracow Academy of Economics, Poland
- Tadeusz Pomianek, UITM, Poland
- Zbigniew Pasek, University of Michigan, USA
- Zoran Anisic, University of Novi Sad, Serbia and Montenegro

Organizing Committee

Chairman:

- Maciej Piotrowski, UITM, Poland

Members:

- Bartosz Pomianek, UITM, Poland
- Joanna Wójcik, UITM, Poland
- Katarzyna Winczura, UITM, Poland
- Małgorzata Wawrzynkiewicz, UITM, Poland
- Piotr Betlej, UITM, Poland

Conference Venue



24 -26 May 2006
Rzeszow, Poland

2nd International Conference on Mass Customization and Personalization in Central Europe (MCP-CE2006)

How to bridge Mass Production and
Mass Customization
in Central European Countries?

Call for Papers



University of Information
Technology and
Management (UITM)

www.mass-customization.pl/MCP-CE2006

Contact Details

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Should you be interested in further details, please visit
our website and subscribe our **newsletter**.

Additional information:
www.mass-customization.pl/MCP-CE2006

Conference Partners

