Introduction

The 3rd Interdisciplinary World Congress on Mass Customization and Personalization (MCPC2005) is an international forum that brings together researchers, practitioners, and policymakers from various industries to discuss and share their experiences in the field of mass customization and personalization. The conference aims to promote the development of core technologies and business models in the area of MCP and accelerate their development. It also seeks to discuss the progress of core technologies and business models in the area of MCP and accelerate their development.

Objectives of the MCPC2005 Congress

The 3rd Interdisciplinary World Congress on Mass Customization and Personalization (MCPC2005) is organized to:

- Facilitate the development of core technologies and business models.
- Strengthen linkages between several MCP-relevant disciplines, such as engineering, computer science, operations research, organizational theory, consumer psychology, and consumer behavior.
- Discuss the progress of core technologies and business models in the area of MCP and accelerate their development.
- Share best practices from different countries worldwide and to provide a unique networking opportunity.

Venue

The conference will be held at the Hong Kong University of Science and Technology, Clear Water Bay, Kowloon, Hong Kong. The University campus is accessible by a one-hour train ride from Shanghai or a less than three-hour drive from central Hong Kong. The special China workshop will be held in Zhejiang University in Hangzhou, which is a 2-hour train ride from the conference hotel.

MCPC 2005 Feature Presentations

There are just some examples of more than 230 contributors presenting their experiences in MCP in the MCPC2005 (in alphabetical order):

- **Alexandre Kung**
  Founder and CEO, Selve AG, Germany and UK
  Mass customization in the fast fashion industry

- **Alexander Lang**
  Managing Director of Broadway Home of Men’s Fashion, Thailand
  Tailor business now and in the future

- **Bhumindr Homsilpakul**
  Consultant, formerly with Institute for Industrial Technology and Management, Thailand
  Customization business strategies, modern manufacturing concepts, product and process design, consumer psychology

- **Bridging mass customization and mass production at adidas**
  Head of鞋类研发, in charge of shoe research, Italy
  The future of configurators: Structural changes in customer interaction tools

- **Claudia Kieninger**
  Founder and CEO, Serio AG, Germany and UK
  Mass customization in the fast fashion industry

- **Christoph Berger**
  Consultant, Mass Customization, adidas AG
  Bridging mass customization and mass production at adidas

- **Dirk Rutschmann**
  Associate Professor, Department of Industrial Engineering and Engineering Management, Hong Kong University of Science and Technology, Hong Kong
  Live generation of fabrics in real time

- **Dominik Aziz**
  Consultant, formerly with Institute for Industrial Technology and Management, Germany
  Advanced eagleab's digital solution: Mass customization for Made-to-Measure

- **Doug Humblet**
  Global Marketing Manager, EOS Electro Optical Systems, Germany
  Mobile and affordable body scanner technologies

- **Erik Ottesen**
  Consultant, formerly with Institute for Industrial Technology and Management, Toronto, Canada
  Mobile and affordable body scanner technologies

- **Frank Tiller**
  Technical University of Munich, Munich, Germany
  Managing a new factory: Implementing digital customization

- **Global Marketing Manager, EOS Electro Optical Systems, Germany**
  Mass customization in the garment industry

- **Hong Kong**
  Consultant, formerly with Institute for Industrial Technology and Management, Canada
  Mobile and affordable body scanner technologies

- **Jarmo I. Suominen**
  Professor of Operations Management, Nottingham University Business School, UK
  Industrial experience and mass customization: Will other industries catch up?

- **Jannick Hvoslef**
  Consultant, formerly with Institute for Industrial Technology and Management, Denmark
  Mass customization in housing and what other industries can learn from it

- **Jean-Paul Comtesse**
  Chief Technical Director, Esquel, Hong Kong
  My Home: Mass customization in housing and what other industries can learn from it

- **Jean-Louis Heyd**
  Managing Director, Tailor Business France
  Tailor business now and in the future

- **Jean-Paul Comtesse**
  Consultant, formerly with Institute for Industrial Technology and Management, Hong Kong
  Live generation of fabrics in real time

- **Louise Guay**
  Executive Director, Esquel, Hong Kong
  How to build and implement a product configuration system

- **Lars Weiss**
  Professor, Institute for Production and Management, Technical University of Denmark
  Service and production in product configuration systems

- **Louise Guay**
  Consultant, formerly with Institute for Industrial Technology and Management, Canada
  Mass customization in the clothing industry

- **M. H. Young**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  The past, the present and the future of MCP

- **Mass Customization for Apparel: Similarity and Reusability**
  Professor, Institute of Contemporary Manufacturing Engineering, University of Science and Technology, Hong Kong
  The body scanner: mass customization technology applied to apparel

- **Mitchell M. Tseng**
  Principal Consultant and Technical Director of TPC (HK) Ltd
  Product Family-driven Configure-to-order Platform for Global Manufacturing Supply Chain Management

- **Myron Kravetz**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  How customer integration can minimize the risk in pre-development

- **Nancy Qiu**
  Director of Consulting & Concept, Nofrontiere Design, Austria
  Live generation of fabrics in real time

- **Nancy Qiu**
  Consultant, formerly with Institute for Industrial Technology and Management, Austria
  The body scanner: mass customization technology applied to apparel

- **Philip McKinley**
  Managing Director, My Home Ltd, Australia
  My Home: Mass customization in housing and what other industries can learn from it

- **Professor of Entrepreneurship, Cornell University, Department of Mechanical and Production Engineering, USA**
  My Home: Mass customization in housing and what other industries can learn from it

- **Philip McKercher**
  Consultant, formerly with Institute for Industrial Technology and Management, Germany
  Mobile and affordable body scanner technologies

- **Roger Jiao**
  Consultant, formerly with Institute for Industrial Technology and Management, Canada
  Mobile and affordable body scanner technologies

- **Ravindra Goonetilleke**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  Mobile and affordable body scanner technologies

- **Renee Sieh**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  Mobile and affordable body scanner technologies

- **Sergio Dulio**
  Consultant, formerly with Institute for Industrial Technology and Management, Canada
  Mobile and affordable body scanner technologies

- **Suzanne Loker**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
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- **Terry McKnight**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  Mobile and affordable body scanner technologies

- **Thomas M. Fisher**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  Mobile and affordable body scanner technologies

- **Ulf Holmberg**
  Consultant, formerly with Institute for Industrial Technology and Management, Sweden
  Mobile and affordable body scanner technologies

- **Vladimir Tischler**
  Consultant, formerly with Institute for Industrial Technology and Management, Germany
  Mobile and affordable body scanner technologies

- **Walter Janzen**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  Mobile and affordable body scanner technologies

- **Wayne H. Ferris**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  Mobile and affordable body scanner technologies

- **Xavier C. G. Dobrucki**
  Consultant, formerly with Institute for Industrial Technology and Management, Canada
  Mobile and affordable body scanner technologies

- **Xiao Jiang**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  Mobile and affordable body scanner technologies

- **Xiyan Li**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  Mobile and affordable body scanner technologies

- **Yuriy S. Mironov**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  Mobile and affordable body scanner technologies

- **Zhenbo Shi**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  Mobile and affordable body scanner technologies

- **Zhihong Wang**
  Consultant, formerly with Institute for Industrial Technology and Management, USA
  Mobile and affordable body scanner technologies

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  Consultant, formerly with Institute for Industrial Technology and Management, USA
  Mobile and affordable body scanner technologies
Special seminar “MCPC in China”

Rajan Suri
Professor of Industrial Engineering at the University of Wisconsin-Madison, Executive Education, is a former consultant to McKinsey & Company. Global Manufacturing Practice, with has more than 9 years in-depth experience in designing and implementing operational improvements covering topics such as lean manufacturing, product development, mass customization, performance measurement, production planning and change management.

Christian Klock
Managing Director of MoveAhead Consulting & Executive Education, in former consultant to McKinsey & Co. Global Manufacturing Practice with less than 5 years in depth experience in designing and implementing operational improvements covering topics such as lean manufacturing, product development, mass customization, performance measurement, production planning and change management.

Monday, Sept. 18, 2005 (University Center, HKUST)

8:00 Registration starts
8:45 - 9:30 Plenary presentation
9:30 - 10:00 Parallel Sessions
10:00 Networking break and exhibition
10:30 - 11:00 Parallel Sessions
11:00 - 11:30 Networking break and exhibition
11:30 - 12:00 Parallel Sessions
12:00 - 12:30 Networking lunch and exhibition
12:30 - 13:00 Parallel Sessions
13:00 - 13:30 Networking break and exhibition
13:30 - 14:00 Parallel Sessions
14:00 - 14:30 Networking lunch and exhibition
14:30 - 15:00 Parallel Sessions
15:00 - 15:30 Networking break and exhibition
15:30 - 16:00 Parallel Sessions
16:00 - 16:30 Networking lunch and exhibition
16:30 - 17:00 Parallel Sessions
17:00 - 17:30 Plenary Presentation / Panel Discussion
17:30 - 18:30 Conference Banquet

Tuesday, Sept. 19, 2005 (HKUST Main Building)

10:00 - 13:00 Workshop I "Mass Customization Essential" by Rajan Suri, Professor of Industrial Engineering at the University of Wisconsin-Madison.

Wednesday, Sept. 20, 2005 (HKUST Main Building)

8:45 - 9:30 Plenary Presentations
9:30 - 11:00 Parallel Sessions
11:00 - 11:30 Networking break and exhibition
11:30 - 12:00 Parallel Sessions
12:00 - 12:30 Networking lunch and exhibition
12:30 - 13:00 Parallel Sessions
13:00 - 13:30 Networking break and exhibition
13:30 - 14:00 Parallel Sessions
14:00 - 14:30 Networking lunch and exhibition
14:30 - 15:00 Parallel Sessions
15:00 - 15:30 Networking break and exhibition
15:30 - 16:00 Parallel Sessions
16:00 - 16:30 Networking lunch and exhibition
16:30 - 17:00 Parallel Sessions
17:00 - 17:30 Plenary Presentation / Panel Discussion
17:30 - 19:00 Welcome Drinks

Friday, Sept. 22, 2005 (Hangzhou)

09:00 - 18:00 Parallel Sessions
13:00 - 14:00 Networking Lunch and exhibition
14:00 - 15:30 Networking Lunch and exhibition
16:00 - 17:30 Networking Lunch and exhibition
18:00 - 19:00 Networking lunch and exhibition
19:00 - 20:00 Networking lunch and exhibition

Special seminar “MCPC in China”

Rajan Suri
Professor of Industrial Engineering at the University of Wisconsin-Madison, is an internationally recognized expert on the area of manufacturing systems, and is the author of the book Quick Response Manufacturing (Productivity Press). He has received awards from the American Association of Total Quality and the Society of Manufacturing Engineers, and is a Fellow of the Society of Manufacturing Engineers.

Christian Klock
Managing Director of MoveAhead Consulting & Executive Education, in former consultant to McKinsey & Co. Global Manufacturing Practice with less than 5 years in depth experience in designing and implementing operational improvements covering topics such as lean manufacturing, product development, mass customization, performance measurement, production planning and change management.

### Pre and Post Congress Workshops

**Workshop III - “Converting (Manufacturing) Operations to Mass Customization”**

Wednesday, Sept. 21, 2005, 9:00 - 13:00

To be held at one of the following companies or research institutes in the Shanghai area: Echocore Technology, Sino-Canadian Engineering at the University of Wisconsin-Madison, Christian Klock, Managing Director of MoveAhead Consulting & Executive Education, in former consultant to McKinsey & Co. Global Manufacturing Practice, with has more than 9 years in-depth experience in designing and implementing operational improvements covering topics such as lean manufacturing, product development, mass customization, performance measurement, production planning and change management.

### Registration

- **General Registration:** USD 300
- **Student Registration:** USD 150 (with ID)
- **Pre-Conference Workshop:** USD 100
- **Post-Conference Workshop:** USD 100

### Contact Information

- **E-mail:** mcpc2005@ust.hk
- **Tel./Fax:** +852/39438222 / +852/23580191
- **Address:** Clear Water Bay, Kowloon, Hong Kong

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**MCPC2005 Payment Form**

Please refer to the conference web site www.mcpc2005.com for more information about these unique workshops.

### Special Seminar and Study Tour:

**Mass Customization and Personalization in China**

The seminar will focus on how to convert a traditional production to true mass customization.

### MQRM and POLCA - Manufacturing and Material Control Strategies to Support Mass Customization

- **Sunday, Sept. 18, 2005, 14:00 - 17:00**
- **Monday, Sept. 19, 2005, 10:00 - 13:00**
- **Wednesday, Sept. 21, 2005, 10:00 - 13:00**

**Company Visits**

- **Sinocor & Co., Global Manufacturing Practice, with has more than 9 years in depth experience in designing and implementing operational improvements covering topics such as lean manufacturing, product development, mass customization, performance measurement, production planning and change management.**

### Zip Code/G11055