

## 3rd Interdisciplinary World Congress on Mass Customization and Personalization MCPC 2005

Hong Kong  
September 18- 21, 2005

Hangzhou  
September 22-23, 2005  
Special MCP Seminar in China

[www.mcpc2005.com](http://www.mcpc2005.com)

### Introduction

The 3rd Interdisciplinary World Congress on Mass Customization and Personalization (MCPC 2005) is especially organized from a board, interdisciplinary perspective. Important topics include Mass Customization business strategies, modern manufacturing concepts, product and process design, customer relationship management, research and development for mass customization and many further topics. The MCPC2005 will also serve as a forum to disseminate information to all branches of the services and manufacturing industries on the most recent and relevant innovations.

### Objectives of the MCPC2005 Congress

The third World Congress on Mass Customization and Personalization (MCPC2005) is organized:

- to accelerate the development of core technologies and business models.
- to bridge between several MCP-relevant disciplines; e.g. engineering, computer science, operations research, organizational theory, consumer psychology.
- to discuss the progress of core technologies and business models in the area of MCP and accelerate their development.
- to share best practices from different countries world-wide 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 occupies a 150-acre site of sweeping natural beauty in East Kowloon, less than 30 minutes' driving time from central Hong Kong. The special China workshop will be held in Zhejiang University in Hangzhou (less than 2 hours train ride from Shanghai).



### MCPC 2005 Feature Presentations

These are just some examples of more than 250 contributors presenting their experiences in MCP at the MCPC 2005 (in alphabetical order):

#### MCPC 2005 Conference Co-Chairs



**Frank T. Piller**  
Technical University of Munich Business School, Germany, and  
Massachusetts Institute of Technology Sloan School of  
Management, USA



**Mitchell M. Tseng**  
Director of Advanced Manufacturing Institute and Professor of  
Industrial Engineering and Engineering Management, Hong Kong  
University of Science and Technology, Hong Kong

#### Mass Customization Business



**Christoph Berger**  
Director Mass Customization, Adidas AG  
*Bridging mass customization and mass production at adidas*



**Paul Blazek**  
Head of Consulting & Concept, Nofrontiere Design, Austria  
*The future of configurators structural changes in customer  
interaction tools*



**Jean-Paul Comtesse**  
CEO, Vorum, Canada  
*The viavor shoe system - A new advance in MCP Technology*



**Sergio Dulio**  
Consultant, formerly with Institute for Industrial Technology and  
Automation, in charge of shoe research, Italy  
*Mass customization in the footwear industry*



**Louise Guay**  
Founder and President, My Virtual Model, Canada  
*From Designer to User*



**Jean-Louis Heyd**  
Strategic Project Manager, Lectra Systems, France  
*Mass Customization in the Clothing Industry*



**Bhumindr Homsilpakul**  
Managing Director of Broadway Home of Men's Fashion, Thailand  
*Tailor business now and in the future*



**Claudia Kieserling**  
Founder and CEO, Selve AG, Germany and UK  
*Mass customization in the footwear industry*



**Alexandre Kung**  
Principal Consultant and Technical Director of TPC (HK) Ltd  
*The perspective of business development in applying Digital  
Customization*



**Alexander Lang**  
Manager, Innovation and Market Strategy, Webasto AG, Germany  
*How customer integration can minimize the risk in pre-development  
at Webasto: an example from the automotive industry*



**Philip Mc Kercher**  
Managing Director, Fibrematrix Pty Ltd, Australia  
*Cyber Fibre. Real Time Textiles  
Live generation of fabrics in real time*



**Dirk Rutschmann**  
Founder, Corpus-e.com, Germany  
*Mobile and affordable body scanner technologies*



**Christof M. Stotko**  
Global Marketing Manager, EOS Electro Optical Systems, Germany  
*e-Manufacturing: Making mass customization real by laser-sintering*



**Michael Yee**  
Executive Director, Esquel, Hong Kong  
*Mass customization in the garment industry*

#### Mass Customization Research



**Claudio Boer**  
Research Director, Institute for Industrial Technology and  
Automation, National Research Council of Italy  
*Evaluation of innovative business models for mass customization in  
the shoe sector*



**Ravindra Goonetilleke**  
Associate Professor, Department of Industrial Engineering and  
Engineering Management, Hong Kong University of Science and  
Technology  
*From potato chips to shoes: Have we forgotten the basics?*



**Qi Guoning**  
Professor, Institute of Contemporary Manufacturing Engineering,  
Zhejiang University, Hangzhou, China  
*Mass Customization for Apparel: Similarity and Reusability*



**Lars Hvam**  
Professor, Institute for Production and Management, Technical  
University of Denmark  
*How to build and implement a product configuration system*



**Roger Jiao**  
Department of Mechanical and Production Engineering,  
Nanyang Technological University, Singapore  
*Product Family-driven Configure-to-order Platform for Global  
Manufacturing Supply Chain Management*



**Suzanne Loker**  
Professor of Entrepreneurship, Cornell University, Department  
of Textiles and Apparel, USA  
*The body scanner: mass customization technology applied to  
ready-to-wear*



**Bart MacCarthy**  
Professor of Operations Management, Nottingham University  
Business School, UK  
*What can be learned about mass customization from the  
automotive experience?*



**Jarmo I. Suominen**  
University of Art and Design Helsinki, Finland, and MIT Media  
Lab, USA  
*My Home: Mass customization in housing and what other  
industries can learn from it*

## Congress Schedule

**Sunday, Sept. 18, 2005 (University Center, HKUST Campus)**

**10:00 - 13:00** Workshop I "Mass Customization Essential" by Christian Klock, Managing Director of MoveAhead

**14:00 - 17:00** Workshop II "MQRm and POLCA - Manufacturing and Material Control Strategies to Support Mass Customization" by Rajan Suri, Professor of Industrial Engineering at the University of Wisconsin-Madison

**17:00 - 17:30** Registration

**17:30 - 18:00** Opening Speech

**18:00 - 19:30** Welcome Drinks

### Monday, Sept. 19, 2005 (HKUST Main Building)

**8:00** Registration starts

**8:45 - 9:30** Plenary presentations

**9:30 - 11:00** Parallel Sessions

**11:00 - 11:30** Networking break and exhibition

**11:30 - 13:00** Parallel Sessions

**13:00 - 14:00** Networking Lunch and exhibition

**4:00 - 15:30** Parallel Sessions

**15:30 - 16:00** Networking break and exhibition

**16:00 - 17:30** Parallel Sessions

**17:30 - 18:30** Plenary Presentation / Panel Discussion

**20:00** Evening on you own

### Tuesday, 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 - 13:00** Parallel Sessions

**13:00 - 14:00** Networking Lunch and exhibition

**14:00 - 15:30** Parallel Sessions

**15:30 - 16:00** Networking break and exhibition

**16:00 - 17:30** Parallel Sessions

**17:30 - 18:30** Plenary Presentation / Panel Discussion

**19:00 - 21:30** Conference Banquet

### Wednesday, Sept. 21, 2005 (University Center, HKUST)

**9:00 - 13:00** Workshop III - "Converting (Manufacturing) Operations to Mass Customization" by Christian Klock

**13:00 onward** Free time and flight to Hangzhou

## Special seminar "MCP in China"

### Thursday, Sept. 22, 2005 (Zhejiang University, Hangzhou)

**09:00 - 18:00** China Mass Customization Conference at Zhejiang University (Additional registration & reservation required)

### Friday, Sept 23, 2005 (Hangzhou)

**09:00 - 18:00** Parallel Sessions

**Session I :** Company Visit - Youngor Group Co. in Ningbo and Zhejiang Advanced Manufacturing Institute

**Session II :** Company Visit - Echo Software and Hangzhou Honghua Digital Technology Stock Co. Ltd.

## Pre and Post Congress Workshops



### Christian Klock

**Managing Director of MoveAhead - Consulting & Executive Education,** is a 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 management, production preparation and change management.

### Workshop I

**Sunday, Sept. 18, 2005, 10:00 - 13:00**

**Mass Customization Essentials - Everything you need to know at a glance**

The main part of the seminar will focus on how to identifying and quantifying potential business benefits and how to handle typical challenges that arise during the transition from traditional production to true mass customization.

### Workshop III

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

**Converting (Manufacturing) Operations to Mass Customization - Everything you need to know at a glance**

Now you have heard the theory and experiences during the conference, be how to transfer these into practice? The seminar will focus on how to convert a traditional production system into a "lean" mass customization



### Rajan Suri

**Professor of Industrial Engineering at the University of Wisconsin-Madison,** is internationally regarded as an expert on the analysis of manufacturing systems, and is author of the book *Quick Response Manufacturing: A Companywide Approach to Reducing Lead Times* (Productivity Press). Dr. Suri has received awards from the American Automatic Control Council, The Institute of Management Sciences and the IEEE. In 1999, Suri was made a Fellow of the Society of Manufacturing Engineers.

### Workshop II

**Sunday, Sept. 18, 2005, 14:00 - 17:00**

**MQRm and POLCA - Manufacturing and Material Control Strategies to Support Mass Customization**

An overview of QRM strategy which focuses on lead time reduction throughout the enterprise will be provided in the seminar.

Please refer to the conference web site [www.mcpc2005.com](http://www.mcpc2005.com) for more information about these unique workshops

## Special Seminar and Study Tour: Mass Customization and Personalization in China

The Seminar Mass Customization and Personalization in China will be held on 22 Sept. 2005 and 23 Sept. 2005 in Zhejiang University, Hangzhou, China (less than 2 hours train ride from Shanghai). It includes workshop on "MCP in China", factory visits and networking opportunities with Chinese business people and scientists in the related field.

### Sept. 22, 2005

**Mass Customization - a Chinese Perspective**

Participants will be able to interact and discuss various issues in MCP with colleagues and peers from China. Sessions will be arranged to accommodate several presentations of both international and chinese scholars and managers on implementing and managing mass customization in chinese companies.

### Sept. 23, 2005

**Company visits**

The MCP study tour offers the possibility to visit selected companies. All companies selected are recognized as leaders in their industries and have been awarded several awards of excellence in the past.

## Registration

Registration fee includes the congress proceedings, banquet, and coffee breaks.

MCPC 2005 on 18-21 Sept 2005	Registration
General Registration	USD 430
Student Registration (ID required at check-in)	USD 180
MCP Workshop on 18 Sept or 21 Sept 2005	USD 100 each (USD 150 for both)
Seminar on MCP in China on 22-23 Sept 2005 (special travel package including hotel and air transportation can be booked separately, please refer to the conference web site)	USD 100

## Registration Form Fax to: ++852 / 2358 0191

**3rd Interdisciplinary World Congress on Mass Customization and Personalization (MCPC2005)**

### Sept. 18 - Sept. 21, 2005

The Hong Kong University of Science and Technology, Hong Kong

### Sept. 22 - 23, 2005

Hangzhou

(Pls tick the appropriate box)

- I will attend the MCPC2005 World Congress on 18-20 Sept 2005
- I will attend the Pre-Conference-Workshop on 18 Sept 2005
- I will attend the Post-Conference-Workshop on 21 Sept 2005
- I will attend the Seminar on "MCP in China" on 22 -23 Sept 2005, Hangzhou

Please apply the registration rate of

- General  Student

Title \_\_\_\_\_

Name \_\_\_\_\_

Job Title \_\_\_\_\_

Company / University \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_

Tel. Fax. \_\_\_\_\_

E-Mail \_\_\_\_\_

Date and Signature \_\_\_\_\_

## MCPC2005 Payment Form

Please tick one of the followings:

Bank draft or cheque payable to "THE HONG KONG UNIVERSITY OF SCIENCE & TECHNOLOGY"

Please charge my \_\_\_\_\_ Credit Card  Receipt Required (VISA / MASTER / A/E Card)

Card Holder's Name : \_\_\_\_\_ Card No : \_\_\_\_\_

Expiry Date : \_\_\_\_\_ Amount Authorized (HKD) \_\_\_\_\_ (Please refer to below price list)

Signature : \_\_\_\_\_ Date : \_\_\_\_\_

Please fax or e-mail back to

**MCPC2005 Organizing Committee**  
 Department of Industrial Engineering & Engineering Management  
 Hong Kong University of Science & Technology  
 Clear Water Bay, Kowloon, Hong Kong  
 Fax: ++852 / 2358 0191  
 e-mail : [mcpc2005@ust.hk](mailto:mcpc2005@ust.hk)

Please refer to the conference website [www.mcpc2005.com](http://www.mcpc2005.com) for registration updates and more details.

