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Additional information:
www.ftn.ns.ac.yu/MCP-CE2008

Conference Partners

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3 – 6 June 2008
Palić - Novi Sad, Serbia

3rd International Conference on Mass Customization and Personalization in Central Europe (MCP – CE 2008)

Mass Customization and Open Innovation in Central Europe

Call for Papers



University of Novi Sad
Faculty of Technical Sciences
Department of Industrial Engineering and Management



www.ftn.ns.ac.yu/MCP-CE2008

■ Conference Venue

■ Palić



Parks



ZOO



Eco Center



Lake

■ Faculty of Technical Sciences, Novi Sad



■ Conference Outline

Mass Customization and Personalization (MCP) aims to provide goods and services that best serve individual customers' personal needs with near mass production efficiency. Open Innovation is focused on cooperation between manufacturers and customers and extends conventional model of closed innovation taking place just within the boundaries of a manufacturer. These new strategies are beginning to emerge in many enterprises as profitable business models. The conference provides an interactive platform to learn about Mass Customization and Open Innovation strategies and to discuss the latest technologies and enablers like Product Configurators and Toolkits for User Innovation. The main goal of the conference is to bring the Mass Customization and Open Innovation concept closer to companies and scientists in Central Europe.

■ Topics of Interest

- MCP Strategies and Economics
- MCP Product and Process Design
- MCP Manufacturing and Logistics
- MCP Information Systems
- MCP Communities and Personalization in E-commerce
- MCP and Services
- MCP and CRM/Branding
- MCP Case Studies: Industrial Goods, Consumer Goods, Services
- MCP and open innovation
- Open Innovation Case studies

■ Important Dates

Abstract submission deadline:	31 January 2008
Notification to Authors:	10 February 2008
Final paper submission deadline:	30 April 2008
Final notification:	10 May 2008
Registration and payment deadline:	20 May 2008

■ Conference Fees

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

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

■ Conference Program

- 03.06. Tuesday
Ice breaking meeting on Palić Lake
- 04.06. Wednesday
Conference opening
Plenary session
Conference sessions
Lunch
Conference sessions
Official banquet
- 05.06. Thursday
Workshop: Tourism & Open Innovation
Lunch
Trip to Novi Sad and visit Faculty of Technical Sciences
Conclusions and Conference Closing
Dinner
Return to Palić Resort
- 06.06. Friday
Vine tour, ZOO, horse riding - Optional