Mass Customization and Personalization (MCP) aim to provide goods and services that best serve individual customers' personal needs with near mass production efficiency. Conceptualized more than a decade ago, mass customization and personalization are now beginning to emerge in many enterprises as a profitable business model. Reducing waste, increasing flexibility and improving business performance while serving customers better and building long lasting relationships with them are some of the core benefits of mass customization.

Corresponding practices are rapidly gaining broad attention by managers, who transfer and apply them in all kinds of industries. At the same time, the academic effort undertaken by researchers of various disciplines to enhance the theoretical foundations in the field is constantly increasing.

Benefits of the MCPC 2003:

- The largest international event on the topic
- More than 80 keynote & paper presentations by leading experts and practitioners in the field
- Become part of the increasing mass customization community and build future collaborations with fellow participants
- Special business seminar exploring best practice examples from foremost companies
- In-depth coverage of special topics like design & product development for mass customization, configuration, consumer behavior, or customized branding – and many more
- Industry and project exhibition – experience mass customization and personalization live
- Interactive session format to enhance discussion and networking
- Additional pre and post conference workshop giving the possibility for in-depth knowledge generation in the field
- Official dinner in the Old Town Hall of Munich, combining a great dining experience with intensive networking
- Munich in October - experience the world famous Oktoberfest just before the conference, stay some more days to visit Bavaria’s rich cultural heritage or head to the mountains for autumn hiking

Leading Mass Customization and Personalization from an Emerging Stage to a Mainstream Business Model:

Learn more about mass customization and personalization and discuss their possibilities and challenges

The MCP Congress in 2003 is the largest international event of its kind and especially organized to approach the field of mass customization and personalization.

Following the example of the 2001 congress in Hong Kong the 2003 congress will take a broad and interdisciplinary perspective to the topics. More than 200 speaking proposals were submitted to this year’s conference from which the conference organizers selected the best papers and presentations to ensure excellence.

The MCPC 2003 follows an interdisciplinary approach combining the perspectives of management and economics, engineering, design and information technology from an academic as well as a practitioners’ point of view.
Plenary Speakers / Panelists / Track Chairs

Dr. Frank T. Piller
Department of General and Industrial Management, TUM Business School, Technische Universität München (TUM), Munich, Germany

Bill Bass
Vice President and General Manager, Sears Customer Direct and Senior Vice President E-Commerce, Lands' End, USA

Dr. Claudio Boër, M.A.S., Ph.D.
Professor and Research Director of the Institute of Industrial Technologies and Automation (ITIA), Milan, Italy

Dr. Dr. h.c. Ralf Reichwald
Professor and Dean of the TUM Business School, Technische Universität München (TUM), Munich, Germany

Dr. Petra Schubert
Professor for E-Business at the Business School of the University of Applied Sciences (FH) Basel, Switzerland

Dr. Benedict G.C. Dellaert
Professor and Meteor Research Chair at the Department of Marketing, Maastricht University, The Netherlands

Ralph Seelmann-Eggebert
Head of Mass Customization, Fraunhofer IFF Institute for Factory Operation and Automation in Magdeburg, Germany

Rebecca Duray, Ph.D.
Professor of Management at the University of Colorado, Colorado Springs, USA

Mitchell Tseng, Ph.D.
Professor, Department of Industrial Engineering and Engineering Management at the Hong Kong University of Science and Technology (HKUST), Hong Kong

Arie Segev, Ph.D.
Professor, Operations & IT Management Group, and Director of CITM, Haas School of Business, University of California, Berkeley, USA

Arie Segev, Ph.D.
Professor of Entrepreneurship & Innovation at the Vienna University of Economics and Business Administration, Vienna, Austria

Dietmar Harhoff, Ph.D.
Professor and Director of the Institute of Innovation & Technology and Entrepreneurship, Ludwigs-Maximilians-Universität München, Munich, Germany

Dr. Bernd Skiera
Professor for Electronic Commerce, Johann Wolfgang Goethe-University in Frankfurt, Germany

Roger J. Jiao, Ph.D.
Assistant Professor at the School of Mechanical and Production Engineering, Nanyang Technological University, Singapore

Dr. Gerd R. Wagner
Professor and Chair of Production Theory and Corporate Environmental Management, University of Duesseldorf, Germany

Dr. Michael Koch
Assistant Professor for Applied Informatics in the Department of Informatics at Technische Universität München (TUM), Munich, Germany

Paul H. Zipkin, Ph.D.
The T. Austin Finch, Sr. Professor of Business at the Fuqua School of Business, Duke University, USA

Bart MacCarthy, Ph.D.
Professor of Operations Management and Director of the Mass Customization Research Centre (MCRC) at the University of Nottingham, UK

Christoph Ihl at +49 / 89 / 289 24834

Please refer to the conference website for more speakers and updates:

www.mcpc2003.com

Conference Tracks

Customer Interaction Mechanisms and Behavior
- consumer decision making for customization
- psychological aspects of interaction behavior
- marketing policies for MCP

User Driven Innovation
- lead user integration
- value creation through customer innovation
- toolkits for user innovation

MCP Strategies and Economics
- strategic frameworks and MCP taxonomies
- measuring business success and financial performance
- enterprise collaborations and networks

MCP Product Design
- product design and configuration tools
- product life cycle management
- product platform and family design

MCP Manufacturing and Logistics
- flexible manufacturing technologies
- process planning and scheduling
- supply chain management

MCP Information Systems
- E- and M-commerce technology for MCP
- product configuration and CRM interfaces
- data mining and filtering

Communities and Personalization in E-Commerce
- online communities as support for MCP
- customer collaboration in product design
- recommender systems

MCP and Sustainability
- MCP within different socio-economic paradigms
- environmental and social risks and opportunities
- life-cycle approaches for sustainability

MCP Case Studies
- entrepreneurial excellence in MCP
- unique management experiences and insights
- comparing various industries

Sponsorship at the MCPC 2003
creates an unique platform to network with industry colleagues and to meet scholars from leading universities and research organizations while enhancing corporate identification and goodwill to a highly targeted, decision making and multiplying audience.

Exhibition booths will be available in the conference venue. Please contact us at mcpc2003@wi.tum.de for more information on sponsorship or call!
Conference Workshops

**Pre-Conference Workshop:**

Before and after the conference two optional workshops give conference participants the opportunity to gain in-depth insight into special topics of mass customization and personalization. Extra booking of the workshops is required (Fee: 120,- Euro).

**Post-Conference Workshop:**

Why customized shoes do not always fit ...

### Monday, Oct. 6, 2003, 14.00 - 18.00 : TUM City Campus

The idea of this interactive, four-hour workshop is to give an in-depth introduction into mass customization by sharing and discussing the experiences of two pioneering companies of mass customization in larger detail.

**Johannes Steuerwald** from Creo Interactive will share experiences of launching and running a company offering customized fashion shoes on the Internet. After huge success and much media interest, the firm had to close its doors last year. The Creo case provides a fascinating insight into the full life cycle of a MC company.

This case will be mirrored and reflected by the experiences of Adidas, a world leading sports goods company. Adidas has launched very successfully its “miAdidas” product range and is now scaling up this business. **Christoph Berger**, Director Mass Customization at Adidas, will discuss the Adidas MC approach, its design, marketing, supply chain, and CRM challenges.

Both cases will set the background for the interactive session of the workshop. Moderated by **Mitchell Tseng**, HKUST, and **Frank Piller**, TUM, the two cases will be brought into a larger context to co-create with the workshop participants a framework of mass customization and personalization.

### Post-Conference Workshop: The World's First MC Business Game

**ELISA Efficient Logistics for Individualized Standard Applications**

**Thursday, Oct. 9, 2003, 9:30 - 14:30 : TUM Garching**

Business games simulate real processes of enterprises. They can help to identify and improve critical process-scenarios. New ideas of improvement can easily be evaluated by taking them into account in the next simulation. By alternating the sequences of theory and actual practice, the passive consumption of knowledge is augmented by actively generating knowledge.

The haptic business game ELISA© is the world’s first organization simulation, which devotes itself to the problem of putting mass customization into practice. Seminar participants personally experience what mass customization is all about, which readjustment problems arise, what their causes are and which solutions approaches are promising. ELISA© sensitizes specialists and executives from industry to the topical subject of customized production in process-oriented control loops.

The number of participants is limited to 15.

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**MCP-Business Seminar: Oct. 8, 2003**

During conference streams IV and V, a special business seminar will be held presenting best practice case studies from leading international MCP companies. Please refer to the next page for additional information.
The business seminar presents as part of the MCPC'03 selected case studies of leading companies in the field of mass customization & personalization and enabling technologies.

MC Paradigm Shifts
Enabling Mass Customization through Laser Sintering: From R&D to Manufacturing
Volker Junier, Product Management, EOS GmbH, Germany

Mass Customization at Dell
Roland Massenet, Directeur du Développement, Dell Corp., France

Sandvik „Tailor Made“: Process Control in a Globally Linked MC Production
Ulf Henseleit, Sandvik Coromant, Germany / Sweden

Effectively Satisfying Individual Customer Needs
Roland Hoetscher, Executive Director, Arcplan Information Services AG, Germany / USA

Mass Customization as a paradigm shift
Yvonne Hein, Marketing and Communications Manager Europe, Gerber Technology, Germany

Mass Customization at LEGO
Mark W. Hansen, LEGO Virtual, Billund, Denmark

The Virtual Model as a Dual Configurator: Creating an identity and a custom product
Louise Guay, PhD, Founder & CEO, My Virtual Model, Inc., Montreal, Canada

3D Bodyscanner Technology - Made to Measure Solutions
Jean-Louis Hoyd, Strategic Project Director Large Accounts Brands & Retail, Lectra World Headquarters, France

Bodyscanning in Retail Stores - Innovative Business and Payment Models
Dr.-Ing. Andreas Seldt, Managing Director, Humans Solutions GmbH, Kaiserslautern, Germany

Mass Customization Techniques for Mass Production Apparel Business
Michael Yee, Managing Director of Esquel Enterprises Ltd., Hong Kong

Retail Challenges and Opportunities by Business Services for Mass Customization
Bas Possen, Founder & CEO, Possen.com, Amsterdam, The Netherlands

Shirtsdotnet.com: Collaborative Platform for e-Custom Fit Apparel
Michael Byvoet, Founder and CEO of Bivolino.com and shirtsdotnet.com, Belgium

The Myths Behind the Realities of MC
Michael T. Pralla, Ph.D., President, [TC]² - Textile/Clothing Technology Corporation, Cary, NC, USA

MC in the Fashion Industry

As the business seminar is part of the MCPC 2003 conference streams, participants are free to choose between the seminar’s sessions and parallel technical and in-depth topical presentations including, among others:

TAPOS: an approach for deriving targets in mass customization, Wolf-Dieter Burkert, Siemens Supply Chain Consulting (SCC), Germany

Profitable and manageable product variation: engineer-to-order concept for discreet manufacturers, Michael Nahidi, Director Product First Consulting, Dr. Rupert Deger, Vice President Strategic Accounts Central Europe, PTC - Parametric Technology, Germany / USA

Overcoming the design vs. fit paradox of women’s shoes, Claudia Kieserling, CEO & Founder, Selve AG, Germany

40 inventive mass customization strategies
Darrell Mann, Director, CREATUK

Left foot company: the rearranged business model
Risto Pentikäinen, Manager Licensing, Left Foot Company, Finland

Branding in times of mass customization: “The choice is yours!”
Gabriela Rieck, marcie brand & image consulting, Germany

Mass customization for ski boots based on affordable 3D body scanning
Dirk Rutschmann, CEO, corpus.e AG, Germany

Personalized User Experiences and Customer Loyalty - Best Practices
Jack Aaronson, CEO of New York based Aaronson Group, USA

The Myths Behind the Realities of MC
Michael T. Pralla, Ph.D., President, [TC]² - Textile/Clothing Technology Corporation, Cary, NC, USA

…and select from more than 70 other presentations on all aspects of mass customization & personalization!
Conference Registration

Please fax or mail this form to the Conference Organizer:
TUM Tech GmbH - Conferences
Saarstrasse 7, 80797 Munich, Germany
Fax: +49 / 89 / 30 66 95 66

Mr.  Mrs.  Ms.  Degree: ___________________________ ___________________________
First Name: ___________________________ Surname: ___________________________
Title or Position: ___________________________
Affiliation/Company: ___________________________
City: ___________________________
State/Country: ___________________________ Zip/Postal Code: ___________________________
Phone: ___________________________ Fax: ___________________________
E-Mail: ___________________________
VAT-ID*: ___________________________

*participants applicable to deduct VAT form EU countries only

Conference Fee

By August 15  After August 15

Presenters & Academics: 300 Euro  350 Euro
General Participation: 350 Euro  400 Euro
Students: 150 Euro  200 Euro

Official Dinner (per person): 45 Euro  Number of persons: ___________________________
Pre-Conference-Workshop (6 Oct.): 120 Euro (places limited)
Post-Conference-Workshop (9 Oct.): 120 Euro (places limited)

Total: ___________________________ Euro*

*All prices are subject to 16% VAT (Mehrwertsteuer) for all German participants and all EU member states participants without VAT-ID number.


Procedure of Payment

☐ Check enclosed  ☐ Bank Transfer  ☐ Credit Card:

- Please wait for the invoice
- I authorize TUM TECH GmbH to use my credit card indicated below for the total amount detailed on this registration form.

☐ MasterCard  ☐ VISA

Credit Card Number: ___________________________ Expiration Date: ___________________________
Cardholders Name: ___________________________ - exactly as on the card -
Cardholders Signature: ___________________________

At least one author of each paper has to register to present an accepted paper / speaking proposal on the conference. Registration fees include the access to all plenary, panel and paper sessions on Oct. 7 and 8, to the opening reception on Oct. 6, conference proceedings, lunch and refreshments on Tuesday and Wednesday. Registration does not include hotel accommodations.

Registration Confirmation: All registrants will receive written confirmation by e-mail within 15 business days of receipt of payment. IMPORTANT: Registrations will not be processed if payment information is missing or incomplete. If you are not contacted by TUM Tech GmbH within 15 days of sending your payment, e-mail susanna.wirth@tumtech.de.

Transfer and Cancellation Policy: If you wish to transfer your registration to a colleague, TUMorrow must receive a written notification until September 15th, 2003 to ensure timely processing of your registration materials. Please include your name and the name of your colleague taking your place. For later transfers a 30 Euro registration surcharge will apply. A full refund, minus a 75 Euro processing fee, will be issued for all written cancellation requests received at TUM Tech GmbH by September 15th, 2003. Refunds will be processed by November 15th, 2003. Written cancellations received after September 15th, 2003 will not receive a refund.

Yes, I am participating at the MCPC 2003 conference, Munich Oct. 6-8, 2003, as indicated above and I accept the terms and conditions of the conference participation.

Date: ___________________________ Signature: ___________________________

www.mcpc2003.com