
**4TH INTERNATIONAL CONFERENCE
ON MASS CUSTOMIZATION
AND PERSONALIZATION IN CENTRAL EUROPE
(MCP - CE 2010)**



**22 – 24 SEPTEMBER 2010
NOVI SAD, SERBIA**

■ **INVITATION**

On behalf of the Organizational Board and Scientific Committee of the **4th International Conference on Mass Customization and Personalization in Central Europe (MCP - CE 2010)**, we would like to invite you to participate and to share your research ideas, efforts and results with other scientists, dedicated to the idea of Mass Customization, Personalization and Open Innovation.

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.

Organized for the fourth time, the biannual MCP-CE Conference is the leading event in the field of Mass Customization and Open Innovation in Central European Region. After meetings in Rzeszow/Poland (2004/2006), and Palic/Serbia in 2008 the organizers are taking the conference to Novi Sad/Serbia. MCP-CE 2010 provides an interactive platform for learning more about Mass Customization and Open Innovation strategies and the possibility 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. Join us for MCP-CE 2010 in Novi Sad, where developers, business people, and researchers interact with entrepreneurs and corporate managers looking for applications in order to gain competitive advantage in times of financial crisis.

We wish you very warm welcome to the Conference and hope that together we will make the MCP concept more popular and useful.

■ **MAIN TOPICS:**

- ✚ *MCP and Open Innovation in times of financial crisis*
- ✚ *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*
- ✚ *Open Innovation Models*
- ✚ *Open Innovation Tool-Kits*
- ✚ *Open Innovation Case studies*

■ **IMPORTANT DATES:**

Final paper submission deadline: 15th July 2010

Final notification: 31st July 2010

Registration and payment deadline: 1st September 2010

■ **CONFERENCE PROGRAM:**

22nd September, Wednesday

Pre conference workshop

Ice breaking meeting

23rd September, Thursday

Conference opening

Plenary session

Conference sessions

Official banquet

24th September, Friday

Conference sessions

Conclusions and Conference Closing

Trip to Fruška Gora Monasteries

■ **CORRESPONDENCE ADDRESS:**

Chairman: ZORAN ANIŠIĆ,

UNIVERSITY OF NOVI SAD, SERBIA

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