



MCP - AP2010

MCP-Asia Pacific 2010

An International Conference on
Mass Customization and Personalization

6-9 Dec 2010 TAIPEI, TAIWAN



**Call for
Papers**

mcp.im.ntust.edu.tw

About the Conference

The conference is the premier event for the Mass Customization community. The conference engages academics, business leaders and consultants in fundamental debates through a set of plenary presentations, discussion panels, and paper presentations.

Important Dates

Abstract Submission Deadline	Jun 15, 2010
Full Paper Submission Deadline	Aug 15, 2010
Notification of Accepted Contributions	Sep 15, 2010
Early Registration	Sep 30, 2010
Final Submission & Author Registration Deadline	Oct 7, 2010

Topics of Interest

Topics include, but not limited to:

- Customized Product and Process Design
- Mass Customization Manufacturing and Logistics
- Mass Customization Information Systems
- Mass Customization Communities and Personalization in E-commerce
- Customized Services
- CRM/Branding in Mass Customization
- Mass Customization Case Studies: Industrial Goods, Consumer Goods, Services
- Open Innovation Models
- Open Innovation Case studies
- Mass Customization for Assistive Devices/Technologies
- Technology-enabled Mass Customization
- Strategy-aligned Mass Customization

Conference Venue

International Building,
National Taiwan University of Science and Technology,
Taipei, Taiwan

Special Session Submission

For special session submission, please kindly send an email to the MCP-AP2010 Secretariat Office at mcpap2010@gmail.com before proceeding Online Paper Submission. Please include the following information in the email:

1. Session title
2. Session chair
3. List of presenters or the titles of the papers in the session

Journal Sponsorship

Advanced Engineering Informatics
Flexible Services and Manufacturing Journal
International Journal of Computer Integrated Manufacturing (SCI, pending)
Journal of Intelligent Manufacturing
Journal of the Chinese Institute of Industrial Engineers
Journal of Systems Science and Systems Engineering

Keynote Speakers



Yih-Ping LU
OLE Technology Ltd.,
Taiwan



Frank PILLER
RWTH Aachen University,
Germany



Mitchell TSENG
Hong Kong University
of Science and Technology,
Hong Kong



Kanji UEDA
National Institute of
Advanced Industrial
Science and Technology, Japan

Business Seminar

Claudio BOER, IMS International Program, Switzerland
Yasuyuki CHO, Wacoal Corporation, Japan
Ravindra S. GOONETILLEKE, Hong Kong University of Science and Technology, Hong Kong

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Conference Schedule

Part A Dec 6-7	Technical Conference opening, major speech, banquet, technical papers
Part B Dec 8-9	Business Seminar and Industry Tour

Fees and Payment

	before Sep 30	after Sep 30
Author	US\$375	US\$425
Non-author	US\$450	US\$500