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Organizing Committee

Chairman:
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Nikola Suzić, University of Novi Sad, Serbia
Nemanja Sremčev, University of Novi Sad, Serbia
Danijela Gračanin, University of Novi Sad, Serbia

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Conference Partners

Republic of Serbia, Ministry of Science and Technological Development

Provincial Secretariat for Science and Technological Development

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

Call for Papers
www.MCP-CE.org
Conference Venue

City of Novi Sad is located on the river Danube, near the mountain of Fruška Gora with 17 culturally and historically significant monasteries.

The architecture of the city represents a mixture of several different styles. The oldest house “At the White Lion” was built in 1740. The city streets boast several beautiful palaces from the end of the 19th and beginning of the 20th century completing the look of appealing old city center.

The city is surrounded by typical Vojvodinian ranches (salaši), the oases of nature and famous gastronomy offer. In addition, looking over the city stands the 17th century Petrovaradin Fortress (one of the biggest in Europe). The city has numerous museums and is a host of many world famous music festivals and events (EXIT festival among others).

Conference Outline

On behalf of the Organizational Board and Scientific Committee of the 5th International Conference on Mass Customization and Personalization in Central Europe (MCP - CE 2012), we cordially invite you to participate and to share your research ideas, efforts and results with other scientists, entrepreneurs and corporate managers, dedicated to the idea of Mass Customization and Personalization.

Organized for the fifth time, the biannual MCP-CE conference would like to emphasize the role and importance of Customer Co-Creation that offers customers a chance to express their differences, and also an opportunity for innovations and new business models such as MC and Open Innovation platforms, for sharing designs and developments and benefits from the experiences of others.

Join us in Novi Sad 2012, share your ideas and become a part of our growing community.

Keynote speakers

Frank Piller
Cipriano Forza
Robert Freund
Marcel Weber

Topics of Interest (including but not limited to)

- Customer Co-creation in Central Europe
- MC and Personalization
- MC and Customer Relationship Management
- Product and Process Design
- Product Configurators
- Manufacturing and Logistics
- Information Systems (PLM) for MC products
- MC and Services
- MC and Environmental Sustainability
- MC Case Studies: Industrial Goods, Consumer Goods, and Services
- Open Innovation Strategy and Models
- Open Innovation Policy Makers
- Open Innovation Accelerators
- Open Innovation Tool-Kits
- Open Innovation Case studies

Important Dates

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Abstract submission deadline</td>
<td>23 March 2012</td>
</tr>
<tr>
<td>Notification to Authors</td>
<td>01 April 2012</td>
</tr>
<tr>
<td>Final paper submission deadline</td>
<td>01 July 2012</td>
</tr>
<tr>
<td>Final notification</td>
<td>15 July 2012</td>
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<td>Registration and payment deadline</td>
<td>10 Sept 2012</td>
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Conference Fees

- General participation: 280 Euro
- Presenters: 250 Euro
- Students (B.Sc. or M.Sc.): 150 Euro
- Accompanying person: 120 Euro

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

Conference Programme

19.09. Tuesday
- Pre-conference workshop
- Ice breaking MC Party

20.09. Wednesday
- Conference opening
- Keynote lectures
- Plenary Session I
- Lunch
- Plenary Session II
- Official banquet

21.09. Thursday
- Plenary Session III
- Plenary Session IV
- Closing Session & Panel Discussion
- Trip to Fruška Gora mountain with lunch