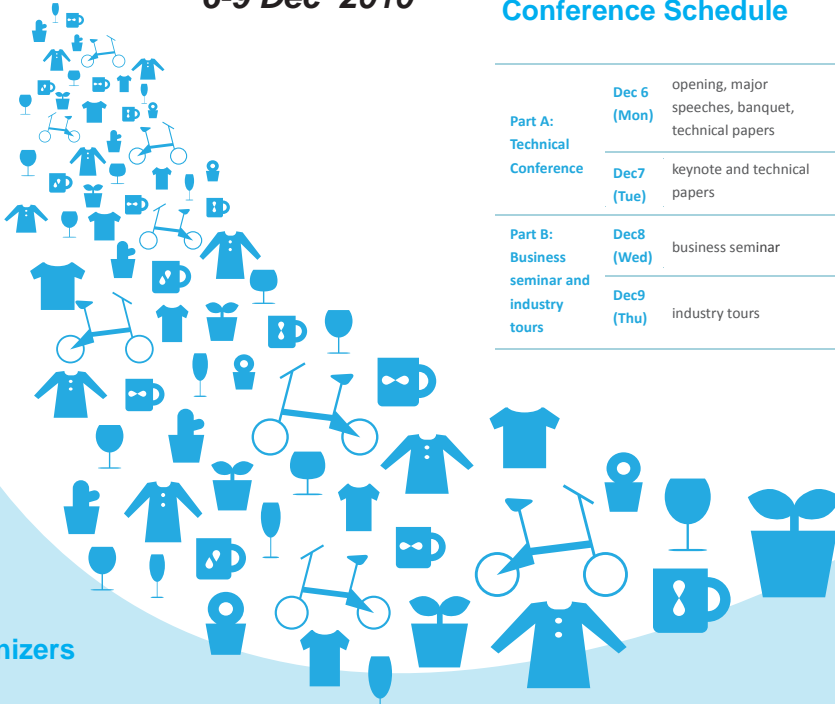


**6-9 Dec 2010**



## 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.

## Conference Schedule

<b>Part A: Technical Conference</b>	<b>Dec 6 (Mon)</b>	opening, major speeches, banquet, technical papers
	<b>Dec7 (Tue)</b>	keynote and technical papers
<b>Part B: Business seminar and industry tours</b>	<b>Dec8 (Wed)</b>	business seminar
	<b>Dec9 (Thu)</b>	industry tours

## Conference Venue

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



**Call for  
Papers**

## 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

## Important Dates

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

## Journal Sponsorship

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

## MCP-AP2010 Contact Details

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National Taiwan University of Science and Technology  
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