

PRECONFERENCE WORKSHOP PROGRAM

MASS CUSTOMIZATION & OPEN INNOVATION

On- line Consumer Involvement in Product Design
Open Innovation & Customer Co-Creation

- 09.30 – 10.30 **Basics of Mass Customization & Open Innovation**
Robert Freund, MalBIS, Germany
- 10.30 – 11.30 **Product Configurators and the Applications in Serbian Companies**
Zoran Anišić, Center for Product Development and Management, Serbia
- 11.30 – 12.00 **Coffee Break**
- 12.00 – 13.00 **Lean Management in Production as a Support of MC Strategy**
Nikola Suzić, Center for Product Development and Management, Serbia
Christos Chatzopoulos, Democritus University of Thrace, Greece
- 13.00 – 14.00 **Mass Customization Cases from Italy**
Cipriano Forza, University of Padova, Italy
- 14.00 – 15.00 **Lunch Break**
- 15.00 – 16.00 **Introducing Mass Customization in German Companies – Case Study**
Heiner Depner, RWK Kompetenzzentrum, Germany
- 16.00 – 17.00 **How to Implement Mass Customization in My Company**
Apparel Industry, Food Industry, Furniture Industry,
Service Providers, Customized Tourism Offers