MCPC 2025

12th World Mass Customization and Personalization Conference

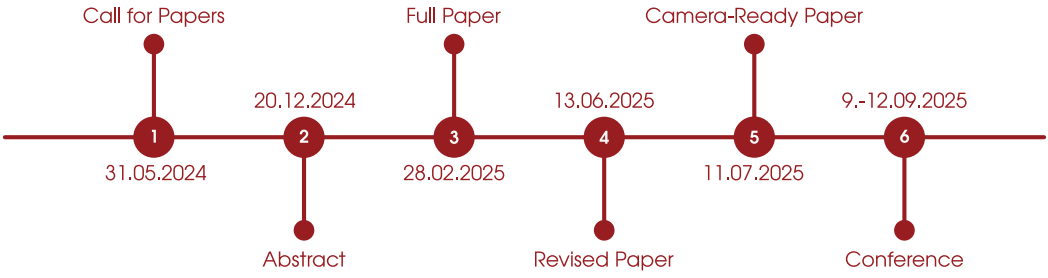
Call for Papers

9.-12. September 2025 in Siegen, Germany

The conference offers a setting for experts from academia, industry and research institutes alike to discuss and exchange the latest scientific contributions related to customized products and their associated business and production systems.
All conference papers will be peer-reviewed by experts in the field and published open-access in the Springer Lecture Notes in Mechanical Engineering (LMNE).

Topics

- Smart products, services and product-service systems
- Digital business models for mass customization
- Sustainability, circular economy and mass customization
- Success factors and best practices
- Resilient supply chains
- Key insights from industry in mass customization pioneers
- Managing variety, product/service platforms and families
- Open innovation and customer co-creation
- Data driven approaches for mass customization



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New Paradigms for Anticipated Uncertainty

The manufacturing industry and its supply chains are often faced with global disruptions, resulting in an increase in uncertainty. To overcome these challenges, it is imperative that we create new paradigms that promote greater resilience and enable opportunities and possibilities for innovation from both a technical and organisational perspective. By doing so, we can ensure that the industry remains competitive and continues to thrive despite adversity.

Conference Venue

Nestled in the heart of Germany, Siegen's history is etched in iron and steel. Once a hub of ore mining and iron extraction, it has transformed into a haven for innovation. Over 150 hidden champions, not driven by an OEM, now thrive here, shaping the production technology, constantly adapt to stay ahead. Just like Siegen's story, which is one of resilience, evolution, and success.

Conference Chair

Prof. Martin Manns, Germany

Honorary Co-chairs

Prof. Kjeld Nielsen, Denmark
Prof Frank Piller, Germany

Organization Comittee

PROTECH - Institute of Production Technology, University of Siegen

Prof. Peter Burggräf, Germany
Prof. Bernd Engel, Germany
Prof. Karsten Kluth, Germany
Prof. Martin Manns, Germany
Prof. Ulrich Stache, Germany

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Prof. Kjeld Nielsen, Denmark
Prof. Frank Piller, Germany
Prof. Herwig Schreiner, Germany
Prof. Lars Skjelstad, Norway
Prof. Kristina Säfsten, Sweden
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Conference office

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