

**International program and keynote speakers,
high-profile audience,
excellent opportunities to network,
as well as gain and demonstrate expertise**

MCPC 2009 Mass Matching, an advanced level conference, offers all this to your company. Keynote speakers include:

- **B. Joseph Pine II**, author of Mass Customization, Experience economy, Authenticity: What customers really want
- **Bo Harald**, Head of Executive Advisors, Tieto
- **Bruce Kasanoff**, founder and editor of NowPossible.com and author of Making It Personal
- **Fabrizio Salvador**, Professor of Operations Management at Instituto de Empresa Business School
- **Frank Piller**, Chair Professor of Management, RWTH Aachen University, Technology & Innovation Management Group
- **Harri Oinas-Kukkonen**, Professor of Information Systems and the scientific leader of the OASIS research group, Department of Information Processing Science, University of Oulu
- **Johan Wallin**, Managing Partner, Synocus Group
- **Louise Guay**, PhD, President and Founder, My Virtual Model, Inc.
- **Martijn Pater**, Partner at Fronteer Strategy, a innovation, branding and co-creation consulting firm
- **Mitchell Tseng**, Chair Professor of Industrial Engineering and Engineering Management at Hong Kong University of Science and Technology (HKUST)
- **Raul Lansink**, CEO and co-founder of Favela Fabric, a co-creation consultancy
- **Rory Sutherland**, Executive Creative Director and Vice-Chairman, Ogilvy Group UK
- **Teemu Arina**, Founder and CEO, Dicole Oy
- **Timo Soininen**, CEO, Sulake Corporation

MCPC 2009

The challenge of the future will be the differentiation of demand. Mass customization can respond to this with a flexible and cost-efficient manufacturing strategy. The conference provides the opportunity to discuss, share views, and get ideas about mass customization strategies, as well as the latest technologies and business trends. A platform that unites varied disciplines and fields, MCPC 2009 will gather academic research and current business topics relating to mass customization.

An international network of mass customization agencies organize the biennial MCP Conference and Business Seminar. This year's MCPC in Helsinki will be the first to take place in Northern Europe. In 2007, the MCPC was held at MIT, in Boston, and approximately 500 experts from international companies and research organizations participated.

Conference theme and objectives

The theme of the conference is Mass Matching. In addition to combining supply and demand, the conference deals with value networks from a multichannel interaction viewpoint. The goal is to gather academia and industry efficiently around an internet service that matches interests, fields of expertise, presentations and events.



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How your company can get involved

The conference offers companies and organizations a unique platform to cooperate. The benefits of sponsorship include: visibility in all marketing materials before, during, and after the conference, the opportunity to showcase your company's products/services/expertise, as well as networking opportunities with other companies, seminar speakers, and participants. Additionally, Partners have the option of organizing a LAB-workshop.

Conference schedule

- o 4.10. Pre-Conference at the Helsinki University of Technology
- o 5.-6.10. Academic Conference at the University of Art and Design Helsinki
- o 7.10. Business Seminar at the Helsinki School of Economics
- o 8.10. LAB-workshops with associates

Organizers

MCPC 2009 organizers are Aalto University (which will be created through a merger between the Helsinki School of Economics, the University of Art and Design Helsinki, and the Helsinki University of Technology, beginning January 2010), the University of Tampere, and the Tampere University of Technology. The Future Home Institute, University of Art and Design Helsinki, is responsible for the practical arrangement the conference.

We hope that the MCPC 2009 will interest you. We will be in touch soon to continue the discussion.

Best regards,

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The World Conference on Mass Customization & Personalization
www.mcpc2009.com