

**APMS 2012 International Conference**  
**Competitive Manufacturing for Innovative Products and Services**  
**Proposed Special Session**

Title:

***Manufacturing and Supply chain in a Mass Customization Environment***

**Organizers:**

- Golboo Pourabdollahian – Politecnico di Milano
- Prof. Marco Taisch – Politecnico di Milano

**Special Session Scope**

As the field of mass customization gets more popular and mature among companies operating in different sectors, two important issues are critical to be investigated to help industries pursue mass customization strategy in a successful manner. One of the key issues is manufacturing for mass customization. So far flexible manufacturing systems, Reconfigurable manufacturing systems and agile manufacturing have been introduced as enablers for mass customization manufacturing, however mass customization manufacturing does not only rely on the advances in manufacturing technology. Organizing the production process in a way to avoid early proliferation of customer orders is also an important prerequisite to customize products efficiently. Another key issue is supply chain structure for mass customization. In a mass customization environment it is crucial to manage physical and information flows with customers and suppliers in order to improve not only efficiency but also customer satisfaction.

This special session aims at discuss about new opportunities for mass customization manufacturing and supply chain while going more in depth to benefits and challenges which face mass customization in this regard. Moreover the role of business models as a tool to implement mass customization will be discussed specifically in manufacturing and supply chain area. Existing links among sustainability and mass customization is a further topic which will be followed in this session. In summary this special session includes talks related to below mentioned topics (but not limited to these topics only):

- Manufacturing in MC
- Technologies for co-creation
- Sustainability and MC
- Supply chain for MC
- MC business models

**Further Information about Special Session**

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