

Interreg V-A Italia-Austria 2014-2020  
Project ID ITAT1057 - MC 4.0

## MASS CUSTOMIZATION AND SMEs

Challenges and opportunities  
for Italian and Austrian companies

3<sup>rd</sup> February, 2022\_h.11.00 to 12.00 a.m.

### Presentation of the cross-border report

120 SMES interviewed with a questionnaire to know the level of knowledge and use of mass customization tools in the company's processes of development and production of customized goods and services.

Companies involved: 100 SMEs in the Province of Vicenza, Treviso, Belluno, Bolzano, Friuli Venezia Giulia and 20 SMEs in the Austrian Region of Carinthia.

### Platform 4.0

It is the result of an Italy-Austria partnership cooperating in the Interreg project "Mass Customization MC 4.0". It contains useful information and tools for the companies interested in developing or improving a mass customization path.

The platform is up and running and available at [www.mc40-platform.eu](http://www.mc40-platform.eu)

## Partnership

Apindustria Vicenza

Università degli Studi di Padova (Dip.to di Tecnica e Gestione dei Sistemi Industriali),

Fondazione Centro Produttività Veneto

Libera Università di Bolzano

Roen Est SpA

Universität Klagenfurt

SelectionArts Intelligent Decision Technologies GmbH

Energieforum Kärnten

### MC 4.0 DEA Center

DEA centers are local centers of excellence established to support SMEs that want to improve their ability to provide personalized answers to customers, using in product MC 4.0 levers and, in particular, product configurators.

**MC 4.0 DEA Centers are available in:**

Italy - **Apindustria Vicenza**, Galleria Crispi 45, Vicenza

Austria - **Energieforum Kärnten**, Feldkirchner Straße 102, 9020 Klagenfurt

<https://www.mc40-platform.eu/contact-us>

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