

MASS CUSTOMIZATION AND SMEs

Challenges and opportunities for Italian and Austrian companies

February, the 3rd, 2022

from 11.00 to 12.00 a.m.

➡ Tailor-made products, mass customization, digital transformation:
how SMEs face the challenge

➡ Issues and opportunities raised by entrepreneurs and managers

➡ Launch of the MC 4.0 Platform offering tools and services to SMEs
for the development of 4.0 business systems and interaction between
producers and customers

Speakers

Elena Fassa, Apindustria Vicenza
Cipriano Forza, University of Padova
Gerhard Leitner, University of Klagenfurt
Immanuel Safrin, EnergieForum Kärnten

The meeting will be held in English

Free registration by following the link <https://forms.gle/vVeCHXj6ZYPmc2qh9>