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Editors

Dr Zoran ANIŠIĆ & Dr Cipriano FORZA

Technical Editor

Dr Nenad MEDIC

Cover Design and Prepress

Dr Ivan PINČJER

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PREFACE



Mass Customization and Personalization – Community of Europe Conference is celebrating an exceptional anniversary this year. It has been 18 years since the first conference was held in Rzeszow, Poland and we are welcoming its 10th edition this year in Novi Sad, which has a special significance for all of us.

We are very proud of this fact, not only because the conference has survived, but because year after year it grew and expanded so that today the MCP-CE Conference is a recognizable and respectable event in the field of mass customization and personalization in Europe.

In the jubilee year we have received thirty two interesting papers prepared by authors from 13 countries, which is satisfactory, given the fact that the pandemic situation still has not yet fully normalized. We are glad to note that the topics covered in these conferences show this field to be vibrant and dynamic. From the analysis of the themes, it can be concluded that the interest in problems of configurators and configuration systems has not diminished and there is a noticeable, growing interest in additive manufacturing and 3D printing, as well as in the product innovation process through customer or crowd co-creation, in a time that demands from us sustainable planning of resources, people centric smart industry and environmental protection.

Another important event that has been following the conference for the past 8 years, also celebrates a small jubilee. The 5th edition of Doctoral Students Workshop (DSW) is coming up in order to bring together young researchers doing their doctoral studies with an aim to focus their attention towards solving the current problems and challenges in the field of mass customization and personalization, guided by leading European experts in the field. I would like to take this opportunity to express my gratitude to Professor Cipriano Forza for his enthusiasm and commitment to PhD students and the workshop itself.

We are especially grateful to everyone who has supported us over the past 18 years and to all those taking part in this jubilee year to share with us their knowledge, experience, and have a pleasant time socializing. Thank you for participating in this festive event.

Novi Sad, September 2022

Dr Zoran ANIŠIĆ
Chairperson of MCP-CE 2022

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