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## HKUST Wins International Award in Advanced Manufacturing Technology

The Advanced Manufacturing Institute (AMI) of the Hong Kong University of Science and Technology (HKUST) has received a major international award, in recognition of its excellence in production engineering and engineering management.

The Society of Manufacturing Engineers and its Computer and Automated Systems Association (CASA/SME) will present the University LEAD Award to HKUST for its achievements in research and education in the area of enterprise-wide integrated manufacturing technology.

LEAD, which stands for Leadership and Excellence in Application and Development, is presented by SME to only one university each year. Founded in 1932, the US-based SME is the world's leading professional society for the manufacturing industries. It has members in 70 countries and possesses a network of more than 500,000 manufacturing executives, managers and engineers.

Professor Mitchell Tseng, Director of AMI, will represent the University to receive the award in Chicago today. HKUST's AMI was established eight years ago with the mission to bring competitive advantages to industry by leveraging technological advances in the design, production, logistics and service sectors.

"AMI's program accomplishes innovation by taking a holistic approach to studying methodologies and the application of information technology to the processes in product development, customer interaction, supply chain management as well as distribution and transportation logistics. By leveraging the unique position of Hong Kong in the area of rapid industrialization, our program has generated strong momentum in research and education," says Prof Tseng.

The campus-wide program at AMI has three innovative and distinctive aspects:

- Innovative Product and Process Development, which supports Hong Kong's manufacturing industry in upgrading their design capability from Original Equipment Manufacturers (OEM) to Original Design Manufacturers (ODM)
- E-commerce Driven Logistics and Supply Chain Management, which fosters connectivity in supply-demand logistics networks and integrates market segments
- Mass Customization, which helps companies maximize the value-added of their manufacturing systems and produce products that best serve customers' needs with near mass production capacity efficiency

HKUST's AMI has taken a leading role in these key manufacturing disciplines. Faculty of the Institute publish extensively in leading journals, with more than 50 papers last year alone. This year HKUST established Hong Kong's first Master of Technology of Management postgraduate program in Global Logistics Management, and hosted the 2001 World Congress on Mass Customization and Personalization in October.