



Siegessäule

MUNICH 2010

SEPTEMBER 1st-3rd



Marienplatz, Altes Rathaus



BMW Welt und BMW Tower



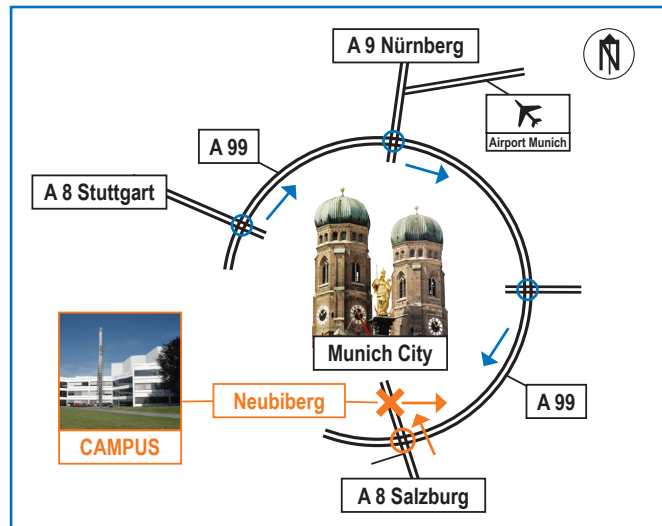
Trachtenensemble mit Hut



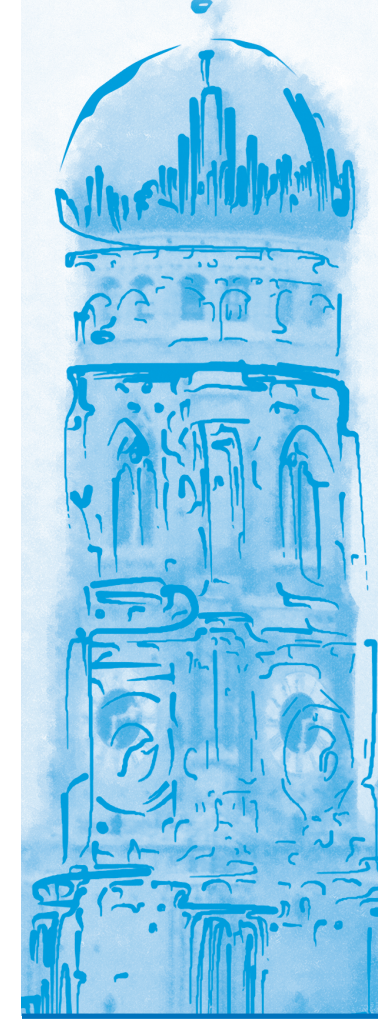
MASTERING COMPLEXITY



LOCATION



International Conference on OPERATIONS RESEARCH



Allianz Arena



Kloster Andechs



Salzburg



Schloss Neuschwanstein

MASTERING COMPLEXITY

Complexity is a natural component of the globalization process. Financial markets, traffic systems, network topologies and, last but not least, energy resource management, all contain complex behaviour and economic interdependencies which necessitate a scientific solution. **Operations Research** is one of the key instruments to model, simulate and analyze such systems. In fact, gaining optimal solutions, suitable heuristics and efficient procedures are some of the challenges which will be discussed at the **international OR 2010**.

WELCOME TO MUNICH

Often called "the Florence of the Alps", this metaphor symbolizes Munich's unique architecture and hospitality, similar to Italy's renowned flamboyant spirit and cultural contributions. The forthcoming conference "**Mastering Complexity**" takes a new look at this Italian influence in Bavaria, while reinforcing the special cultural relationship. Indeed, Italian researchers have now become embedded in the scientific program of **OR 2010**. Guests might notice the Italian flavour if they attend the social program with our guests from the Italian Operations Research Society.



BAVARIA: BETWEEN LAPTOP AND LEDERHOSEN

Bavaria is one of the regions in Germany famous for its traditional culture, customs and historic roots. Additionally, Munich is emerging as a centre for world-class high-tech industry, an excellent university cluster, as well as its ongoing state of the art infrastructural transformation. It is the perfect location for the 2010 International Conference for Operations Research entitled "**Mastering Complexity**".

THE CAMPUS

Our beautiful campus is located south of Munich, and can be reached within 20 minutes from the city center. The **UBW Munich** is known for its contribution to engineering research and development; for instance key components of the Galileo System were developed there, and the university serves as the BMW and Audi design and test centre. Additionally, critical infrastructure components are designed, tested and implemented in our facility. Finally, the university is particularly proud of our forthcoming international study program for Operations Research, Modelling and Simulation, which will instruct a new generation of students in this challenging and critical field. The campus is famous for its sports facilities, its active church, and a lovely Biergarten where a Bavarian evening will open the **pre-conference** on the 31st of August 2010.

Mastering Complexity

SELECTED TOPICS

- I.1 Forecasting, Data Mining and Machine Learning
- I.2 Game Theory and Experimental Economics
- I.3 Finance, Accounting and Pricing
- I.4 Revenue Management
- I.5 Quantitative Models for Performance and Dependability
- I.6 Business Informatics, Decision Support Systems and Artificial Intelligence

- II.1 Traffic, Transportation and Logistics
- II.2 Discrete Optimization - Graphs & Networks - Stochastic Programming
- II.3 Linear, Nonlinear and Vector Optimization
- II.4 Production and Service Management
- II.5 Supply Chain Management & Inventory
- II.6 Scheduling and Project Management

- III.1 Land/ Ressource and Environmental Management
- III.2 Energy and Climate
- III.3 Health Care
- III.4 Multiple Criteria Decision Making - Metaheuristics
- III.5 Simulation and System Dynamics - Modelling Languages
- III.6 OR in Life and Human Sciences: Trends, History and Ethics

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Topics, Speakers, Paper,
Submission Deadline and
Registration on

www.OR2010.de

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