Dear Colleagues,

While our fond memories of Machu Picchu and Lima are still very fresh, it is already autumn and we should be thinking about the 35th Annual Pan-Pacific Conference in Seoul, Korea. As you know, Seoul is a high-tech metropolis of over 12 million people. This vibrant city is a hub of technological innovation, culture, education, historical heritages, and global exchanges. I would like to remind our members of several important pieces of information about the special celebration conference of the 35th PPC.

**CONFERENCE DATES:** May 28-30, 2018  
**CONFERENCE THEME:** Innovation for Value Creation and Beyond  
**CONFERENCE PARTNER ORGANIZATIONS:** Korea University, Yonsei University, Inha University, The Korean Society of Quality Management, The Korean Production and Operations Management Society, and The Korea Society of Public Enterprises  
**CONFERENCE VENUE:** The K-Hotel ([www.thek-hotel.co.kr](http://www.thek-hotel.co.kr)) Late May is almost the peak tourism season in Korea. However, we were able to negotiate terrific guestroom rates for our members (from May 26 - June 1). Details will be provided soon and a special link will be set up on the hotel's website.

**DEADLINES**  
*February 5, 2018* - Submissions for papers, panels, and special sessions proposals  
*April 2, 2018* - Submissions for papers accepted for publication in the conference Proceedings  
*March 19, 2018* - Online conference registration on or before March 19, 2018 - $400.00  
Online registration AFTER March 19, 2018 - $450.00  
*April 8, 2018* - Hotel reservation at The K-Hotel

**SPECIAL ACTIVITIES**  
May 28, 2018 - Samsung Electronics and Kia Motors  
May 27, 2018 and/or May 28, 2018 – City and vicinity tour  
May 28, 2018 Evening – Welcome Reception and Cultural Show  
May 29, 2018 - Luncheon Program  
May 30, 2018 - Luncheon Program  
May 30, 2018 - Farewell Dinner

We are looking forward to the celebration of our 35 years of Pan-Pacific Conferences in more than 20 countries. See you soon in Seoul!!

Sang M. Lee