The 24th European Conference on Modelling and Simulation (ECMS 2010) has a specific aim of bringing together researchers and practitioners of modelling in simulation from Europe and Asia.

Organised under the headline "SIMULATION MEETS GLOBAL CHALLENGES" the conference emphasises the fact that in today’s global economy the regional concerns have been replaced by global concerns about the industry, economy, climate etc. The ECMS 2010 aims at creating a broad international forum for addressing these global challenges from the perspective of modelling and simulation. The conference, which for the past 23 years has been held in Europe, is making a bold change to this pattern with its 2010 venue in Kuala Lumpur, Malaysia.

The conference will be hosted by the University of Nottingham, which is the only European university to have independent international campuses outside Europe; in Malaysia and China. Living up to its image of an international university and its external recognition of research reflected through its two Nobel Laureates, the University of Nottingham intends to facilitate first-class research contacts between academics from Europe and Asia.

Underpinning this endeavour is the ECMS 2010 conference agenda on facilitating formation of subject-specific research consortia that could bid for the research funding of the European Community. The conference will include specifically a plenary talk from the EC official that will outline the research funding opportunities and the mechanisms for bidding for these funds. Also, the conference will include workshops/round-table-discussions intended to facilitate the formation of focused international research teams.

The organisers expect that the conference will provide an excellent opportunity for the well-established research laboratories in universities in Asia and in Europe to explore their respective research synergies and to form strategic research partnerships.

Research Laboratories from Europe and Asia interested in discussing broader research theme contributions to the ECMS 2010 conference are invited to contact members of the General Conference Committee.

**Deadlines for ECMS**
- Paper submission: February 25, 2010
- Notification of acceptance: March 22, 2010
- Camera-ready copies: April 13, 2010
- Conference: June 1 - 4, 2010
The conference will include the following tracks:

Simulation of Intelligent Systems (Lars Nolle)
Simulation of Complex Systems and Methodology (Krzysztof Amborski)
Simulation in Industry, Business and Services (Alessandra Orsoni)
Agent-Based Simulation (Eugène Kerckhoffs)
Simulation Applications in Industry (Agostino Bruzzone)
Simulation, Experimental Science and Engineering (Jan Amborski)
Finance and Economics (Javier Otamendi)
Modelling, Simulation and Control of Technological Processes (Jiri Vojtesek)
Electrical and Electromechanical Engineering (Sergiu Ivanov)
Multi-Resolution and Granular Modelling (Siang Yew Chong)

**ASMTA 2010 The 17th International Conference on Analytical and Stochastic Modelling Techniques and Applications**
by Khalid Al-Begain
usually collocated with this conference series,
will be held in Cardiff, United Kingdom, June 14-16th, this year only

For paper submissions please check [http://www.scs-europe.net/conf/ecms2010/deadline.html](http://www.scs-europe.net/conf/ecms2010/deadline.html)
Please email any question you might have, to: [ecms@scs-europe.net](mailto:ecms@scs-europe.net)

**Fee**
The fees include proceedings (also on CD), lunches, coffee breaks and conference dinner.

Fee for authors/participants who have been registered in ECMS 2008 or ECMS 2009 € 375
Student participants with paper € 275
New Participants or new authors € 425

**ECMS 2010 General Conference and Programme Chair**

Andrzej Bargiela
School of Computer Science,
The University of Nottingham Malaysia Campus,
Jalan Broga, 43500 Semenyih,
Selangor Darul Ehsan, Malaysia
E-mail: [abb@cs.nott.ac.uk](mailto:abb@cs.nott.ac.uk)