



# WELCOME TO TRIZfest-2015

## The main theme – Theories and Applications



**Dear colleagues!**

The TRIZfest-2015 takes place on September 10-12, 2015 in Seoul, South Korea at the beautiful COEX conference center – 58, Teheran-ro 87-gil, Gangnam-gu, Seoul. You may find a suitable hotel on [www.booking.com](http://www.booking.com) or select from the list of hotels below:

HOTELS Near COEX		
Hotel	Rating	Contact
Intercontinental Seoul Coex	5 Star	+82-2-3452-2500
Grand Intercontinental Seoul Parnas	5 Star	+82-2-555-5656
Oakwood Premiere Seoul	5 Star	+82-2-3466-7000
Park Hyatt Seoul	5 Star	+82-2-2016-1234
IBIS Ambassador-Gangnam		+82-2-3454-1101
The Designer's Hotel-Samsung		+82-2-568-8377
Major Hotel		+82-2-3454-0231
Casaville Residence-Samsung		+82-2-539-9080

**The fee for participation in TRIZfest-2015 and all associated activities is set at \$500US. \$350US for the conference includes all conference materials and lunch on September 10-12. An additional \$150US is for the social activities – a cocktail party on September 10 and the banquet on September 11. Students receive a discounted rate of \$225US, conference only.** You will see the complete schedule of payments when you register for the conference. We will publish a preliminary conference schedule shortly. Conference registration is already open on TRIZfest-2015 page of the MATRIZ website.

The conference is supported by the SMBA, INNOBIZ and R&BD.

We are very fortunate to receive the support from such prominent Korean organizations – both, Governmental and private.

The conference program includes a Plenary Session, speeches by key-note speakers, scientific and practical papers presentations, case studies, and a session of the TRIZ Master Certification Council, where the public defense of the thesis for certification as TRIZ Master will take place. The conference will include MATRIZ Congress (business meeting). At this meeting, the voting MATRIZ members will elect the MATRIZ Presidium and the President. Everyone present has an opportunity to make a suggestion on how to improve MATRIZ operations.



The Organizing Committee is now being formed. The currently appointed members are:

Dr. Mark Barkan, TRIZ Master – Organizing Committee Chairman;  
Mr. Valeri Souchkov, TRIZ Master – Co-Chair of the Papers Review Committee;  
Dr. Tuomo Kässi – Co-Chair of the Papers Review Committee;  
Dr. Yuri Fedosov, TRIZ Master – Treasurer;  
Dr. Simon Litvin, TRIZ Master – Chairman of the TRIZ Master Certification Council (TMCC);  
Mr. Jung-Soo Shin, R&BD – TRIZfest-2015 representative in South Korea;  
Mr. Heon-Joon Yi, INNOBIZ Association – TRIZfest-2015 representative in South Korea;

Our hosts are making every effort to select high quality accommodations at a low cost. The conference will be served with English/Korean and Korean/English synchronous translation of the conference activities. The conference schedule should allow enough time for work, social activities and getting familiar with Seoul – we are confident you will enjoy the city.

Dr. Han Jungwha – Administrator, SMBA, Korea, will open the conference.

Dr. Martha M. Gardner, Ph.D., GE Global Quality Leader, Chief Scientist, will start the Plenary Session with a talk on how GE uses TRIZ and DFSS for innovation activities. As a certified GE DFSS Black Belt and MATRIZ Level 3 TRIZ Practitioner Martha is involved with many aspects of innovation and quality programs at GE.

Our key-note speakers come from Korea, Taiwan and P.R. China.

1. Ms. Mi-Young Han – President of World Women Inventors and Entrepreneurs Association, Korea, will discuss the role of women in the business world.
2. Mr. Cy C. Chen, PhD – Vice President of Industrial Technology Research Institute (ITRI), Taiwan, certified Level 3 TRIZ specialist, will discuss the role of TRIZ in technological innovation process.
3. A yet to be named high level official with China Association for Quality, P.R. China, will discuss the issues, facing Chinese businesses in the Global marketplace.
4. We also expect a high level official from one of the Korean leading companies.

We recommend you to check with the South Korean's embassy of the country you live in for the entry visa requirements. Please write to Mark Barkan, [mbarkan@matriz.org](mailto:mbarkan@matriz.org), if you need visa support.

The conference venue is the beautiful COEX center in the heart of Gangnam-Gu district.



You can learn more about the city of Seoul at <http://english.seoul.go.kr/>.  
You can find info for TRIZ*fest*-2015 at: [www.matriz.org/trizfest2015](http://www.matriz.org/trizfest2015)  
Please visit our website for more information as it becomes available.

If you have any questions, please contact:

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TRIZ*fest*-2015 organizing committee.