

TRIZfest- 2015 Program

9-Sep

Pre-conference tutorials

9:00-16:00

"Introduction to TRIZ" - by several TRIZ Masters, present at the conference

9:00-12:00

Mark Barkan "School for Creative Thinkers"

9:00-12:00

Valeri Souchkov "Business application of TRIZ".

14:00-17:00

Sergei Ikenovko "Patent circumvention with TRIZ".

14:00-17:00

Alex Lyubomirskiy "How to become TRIZ Master".

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7:30-8:30

Registration

Opening Ceremonies

8:30-8:35

Opening remarks - Mark G. Barkan , TRIZfest-2015 Organizing Committee Chairman

8:35-8:45

Welcome to TRIZfest-2015 - Sergei Ikenovko , MATRIZ President

8:45-8:50

Congratulatory speech - Dr. Han Jungwha , Head of SMBA

8:50-9:05

SME TRIZ Proliferation Best Case "Problem Solving for Improvement of Printing Quality" - Jonghyeon Woo & Daewoo Shin

9:05-9:30

Presentation of awards and commemorative certificates - Sergei Ikenovko , MATRIZ President

09:30-10:10

Plenary address: Martha M. Gardner , Ph.D., GE Global Quality Leader and Chief Scientist - Implementing TRIZ – the GE Journey

10:10-10:30

Refresment Break

10:30-11:00

Keynote speech: Dong-Seob Jang , Ph.D., Vice President of Samsung Electronics, "Innovation Way of Samsung Electronics"

Session: Research, Methodology, Development - Section moderator Valeri Souchkov

11:00-11:20

Universal Unsolvable Problem and Process of Resolving It

Len Kaplan, SeHoon Cho (Samsung TechWin, South Korea), Eric Prévost (TRIZ France, France)

11:20-11:40

Network Analysis of TRIZ Principles and Contradiction Maps to Recommend Research Orientation and Patent Strategy

Srikanth Tadepalli, Vinodh Mewani, Anand Biswas (GE Global Research, India)

11:40-12:00

Identification of Conceptual Directions at the Initial Project Stage

Yury Fedosov, Pavel Sedykh (Algorithm Ltd., Russia)

12:00-12:20

The New Approach to Problem-Solving Algorithm

Sanq-Ha Kim, Gwanq-Seob Shin, Sanq-II Lee, Hak-Shon Han, Min-Soo Shin, Hyun-Soo Ahn (Hyundai Motor Group,

12:20-12:40

A New Analysis Model - SAFC Model

Mike Min Zhao (TRIZ Research Council of China Association of Inventions, China), Wucheng Zhang (Tsinghua University, China)

12:40-13:00

Creativity and Innovation Process

Mark Barkan (The International TRIZ Association - MATRIZ)

13:00-14:00

Lunch

14:00-14:15

Keynote speech: Duan Yonggang , China Association of Quality, "Recent progress of CAQ in promoting Innovative Quality Technology and Methods"

Session: Best practices, Experiences, Integration - Section moderator Yoon Hongyul

14:15-14:30

TRIZ deployment in China - Yongwei Sun, NICE, China

14:40-14:50

Research on TRIZ Integrated Affordance Analysis

Ren Gaohui , Shi Dongyan, Zhang Hong, Li Zhen (Harbin Engineering University, China)

14:50-15:10

TRIZ, Qualimetry and Marketing: Three Different Approaches to Measuring the Competitive Ability of the Future Products

Alexander Priven (Corning Korea, South Korea), Garry Azgaldov, Alexander Kostin (Central Economics and Mathematics Institute RAS, Russia), Alexander Kynin (Russia), Yuri Danilovsky (QM&E / Gen3 Partners Korea, South Korea)

15:10-15:30

A Products Planning Approach by TRIZ and IIM

Heikan Izumi (NIPPON BUNRI University, Japan), Manabu Sawaguchi (WASEDA University, Japan)

15:30-15:50

"Voice of Product" to Supplement "Voice of Customer"

Oleg Y. Abramov (Algorithm Ltd., Russia)

15:50-16:10

Refresment Break

Session: Best practices, Experiences, Integration - Section moderator Valeriy Prushinskiy

- 16:10-16:30 **Systematic Business Innovation: a Roadmap**
Valeri Souchkov (ICG Training & Consulting, The Netherlands)
- 16:30-16:50 **One Day at the Museum – Using a Museum as Resource for Teaching and Learning TRIZ**
Christian M. Thurnes (THS Kaiserslautern - OPINNOMETH, Germany), Ikoenko S. (MATRIZ), Nähter S. (Continental Automotive GmbH, Germany), Münzberg C. (Institute of Product Development, Germany), Tharmann R., Faller I., Lovich, A. (Germany), Jantschgi J. (Jantschgi C&R, Austria), Adunka R. (TRIZ Consulting Group GmbH, Germany), Neumuth, T. (Innovation Center Computer Assisted Surgery (ICCAS), Germany)
- 16:50-17:10 **Teaching, Learning and Applying TRIZ at University**
Issac Lim Sing Sheng (Monash University Malaysia, Malaysia), Khoo Boon How (Multimedia Development Corporation (MDeC), Malaysia), Tan Eng Hoo (Malaysia TRIZ Innovation Association (MyTRIZ), Malaysia)
- 17:10-17:30 **Approach to Knowledge Systematization**
Victor D. Berdonosov, Elena V. Redkolis (Komsomolsk-on-Amur State Technical University, Russia)
- 17:30-17:50 **TRIZ Systematic Innovation Framework and Program to Support a Government Link Company's Innovation Policy**
Mohd Sufian Abdul Karim (Universiti Tenaga Nasional, Malaysia)
- 17:50-18:10 **MyTRIZ Journey in Malaysia**
Teong San Yeoh (Malaysia TRIZ Innovation Association, Malaysia), Eng Hoo Tan (Multimedia Development Corporation, Malaysia)
- 18:10-18:30 **Applying TRIZ Across Companies**
Oliver Mayer, Tiziana Bertoncelli (GE Global Research, Germany), Martha Gardner (GE Global Research, USA), Robert Adunka (TRIZ Consulting Group GmbH, Germany)
- 19:00-21:00 Social event: Cocktail party

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- 8:30-9:00 Keynote speech: *Mi-Young Han*, President of WWIEA, "Innovating People's Futures"

Session: Research, Methodology, Development - Section moderator Oliver Mayer

- 9:00-9:20 **Advanced Function Approach in Modern TRIZ**
Oleg Feygenson (Samsung Electronics, South Korea), Naum Feygenson (Healbe, Russia)
- 9:20-9:40 **Numerical Construction of S-Curves Using the TRIZ tool of Trends of Engineering System Evolution (TESE)**
Srikanth Tadepalli, Anand Biswas, Vinodh Mewani (GE Global Research, India)
- 9:40-10:00 **Perspectives for Development of Automatized Enterprise Management Systems**
Victor D. Berdonosov, Alena A. Zhivotova (Komsomolsk-on-Amur State Technical University, Russia)
- 10:00-10:20 **Statistic Study of an Alternative Way to Formulate a Pair of Engineering Contradictions so as to Seek for Solutions Which Satisfy the Contradictory Requirements of its Equivalent Physical Contradiction**
Stéphane Savelli (MP Solving, Belgium), Oleg Feygenson (Samsung Electronics, South Korea)
- 10:20-10:40 **TRIZ-Based Cause and Effect Chain Analysis vs Root Cause Analysis**
Oleg Y. Abramov (Algorithm Ltd., Russia)
- 10:40-11:00 **The Way to Define the Goal of Problems**
Youshin Han, Ahreum Lee, Sansung Park (LG Electronics, South Korea), S.A. Logvinov (R&BD Partners, South Korea)

11:00-11:20 Refreshment Break

Session: Research, Methodology, Development - Section moderator Alex Lyubomirskiy

- 11:20-11:40 **Development of Symbiotic Systems and Products**
Valeriy Prushinskiy (Natural Innovations LLC, USA)
- 11:40-12:00 **Applications of Purpose Axis as a part of Multi Screen Thinking**
Yoon Hong-yul (TRIZ Center, South Korea)
- 12:00-12:20 **Applying System Thinking in Evolutionary Trends**
Arthur Lok (China Institute for Innovation, China)
- 12:20-12:40 **Practice for solving problems and generating new concepts based on TRIZ-DAGEV roadmap**
Hyung-Seok Yeo, Jung-Hyeon Kim, JaeMin Lee, Jun-Young Lee (Samsung Electronics, South Korea)

12:40-13:00	Super-Effect Analysis <i>Sergei Ikoenko (The International TRIZ Association - MATRIZ)</i>
13:00-14:00	Lunch
14:00-14:30	Keynote speech: <i>Cy Chen PhD</i> , Vice President of ITRI, Taiwan. "Systematic Management of Innovative Organization: Evolution of ITRI Business Model."
Session: Research, Methodology, Development - Section moderator Teong San Yeoh	
14:30-14:50	Redesigning the Way Future Engineers Learn to Solve Inventive Problems <i>Aisha Mahmood (Namal College, Pakistan), Zulhasni Abdul Rahim (Proton Holding, Malaysia), Muhammad Mansoor and Mariam Altaf Tarar (University of Nottingham, Malaysia)</i>
14:50-15:10	Simplification of System of Standard Solutions for TRIZ beginners using MAR Operator <i>TriZit Benjaboonyazit (Thai-Nichi Institute of Technology, Thailand)</i>
15:10-15:30	The Application of Bionics Combined with TRIZ Thinking in the Insulator Detecting Robot Design <i>He Xu, Baochao Zong, Wenlong Wang, Zhen Li, Peiyuan Wang (Harbin Engineering University, China)</i>
15:30-15:50	Parallel Evolutionary Lines – Combination of Function-Oriented Search and Evolutionary Trends <i>Simon Litvin (GEN3 Partners, USA)</i>
15:50-16:10	Refresment Break
Session: Cases - Section moderator Mike Min Zhao	
16:10-16:30	Evolution of Electric Vehicles - a TRIZ Based Approach <i>G Nagashiresha, Vinodh Mewani (GE Global Research, India)</i>
16:30-16:50	In Situ Magnetizer with TRIZ <i>Tiziana Bertonecelli, Jan Hemmelmann, Alexander Fiseni, Oliver Mayer (GE Global Research, Germany)</i>
16:50-17:10	Research on Clip Improvement in Heavy Haul Railway Line Based on TRIZ <i>Hu Lianjun, Yang Jizhong, Zheng Xiaoyan, Yuan Zhigang (China Railway Eryuan Engineering Group Co, China)</i>
17:10-17:30	TRIZ-based Innovative Concept Design of a Small Mobile Horizontal Axis Wind Turbine <i>Thursday Emmanuel, Zhao xin Jun (Northeastern University School of Mechanical Engineering and Automation, China)</i>
17:30-17:50	Input VAT Recovery <i>Antoni Baszczeski (ASK Consulting, Poland)</i>
17:50-18:10	TRIZ used in iCPA, a Tech Startup <i>Joseph Patrick B. Roxas (University of the Philippines, Philippines), Karlo A. Tablizo (Movmento Inc., Philippines)</i>
19:00-21:00	Social event: Dinner
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Session: Cases - Section moderator Youshin Han	
8:30-8:45	POSCO Group University "Development of Integral Panel of Steel", <i>Jongsung Lee</i>
8:45-9:00	"Identification of Causes of Defects in Manufacturing Processes", <i>Sergey Logvinov</i>
Session: Presentations - Section moderator Valery Souchkov	
9:00-9:20	Trend of Transition of Engineering Systems to Microlevel Today and Tomorrow <i>Yury Danilovsky (QM&E / Gen3 Partners Korea, South Korea), Sergey Ikoenko (Massachusetts Institute of Technology (MIT), USA), Rajesh Menon (GILBARCO USA, India)</i>
9:20-9:40	Trend of Increasing Virtualization <i>Alex Lyubomirskiy (Gen3 Partners, USA)</i>
TRIZ Master Certification	
9:40-11:10	TRIZ Master thesis defense 1
11:10-11:30	Refresment Break
11:30-13:00	TRIZ Master thesis defense 2
13:00-14:00	Lunch
14:00-15:00	TRIZ Master on merriit 1
15:00-15:15	Refreshment break (MATRIZ Presidium - approval of TMCC session)
15:15-17:15	MATRIZ Congress
17:15-17:45	Summary and Closing