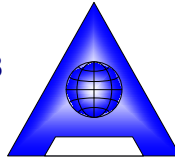


Международная Ассоциация ТРИЗ  
The International TRIZ Association



中国质量协会  
CHINA ASSOCIATION  
FOR QUALITY

# WELCOME TO TRIZfest-2016

The main theme —  
**TRIZ and Quality in Design and Manufacturing**



**Dear colleagues!**

The TRIZfest-2016 takes place on July 28-30 in Beijing, People's Republic of China. The TRIZfest-2016 is very special for TRIZ community because this year we celebrate Altshuller's 90<sup>th</sup> birthday and 60 years of TRIZ development.

The conference is co-organized by CAQ, China Association for Quality.  
We are very fortunate to receive the support from such prominent Chinese organization.

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

The Organizing Committee Co-Chairs:

Dr. Duan Yonggang, Secretary General of China Association for Quality

Dr. Mark Barkan, TRIZ Master, MATRIZ Executive Director.

The Organizing Committee members:

Ms. Lilin Wang –Director of International Exchange Department of CAQ

Mr. Valeri Souchkov, TRIZ Master – Chairman of the Papers Review Committee;

Dr. Yury Fedosov, TRIZ Master – Treasurer;

Dr. Simon Litvin, TRIZ Master – Chairman of the TRIZ Master Certification Council (TMCC);

Dr. Yongwei Sun, Shenhua Group– MATRIZ VP and Presidium member, Chinese representative

On July 27<sup>th</sup> *TRIZfest-2016* participants will have an opportunity to attend one or two of the following tutorials:

1. Dr. Sergei Ikoenko, TRIZ Master – “Patent Circumvention”. Sergei is one of the world leaders in this field. His tutorials on this subject are usually met with a lot of enthusiasm.
2. Dr. Simon Litvin, TRIZ Master – “MPV Identification”. In many instances, the direction for innovation process is not obvious. Simon will discuss a methodology, which enables clear understanding of the best direction for innovation development.
3. Valeriy Prushinskiy, TRIZ Master – “Hybridization of Alternative Systems”. Hybridization of Alternative Systems is an analytical tool for improvement of the Base Engineering System by transferring relevant features from an Alternative Engineering System.
4. Dr. Mark Barkan, TRIZ Master – “How to succeed in the 21<sup>st</sup> Century”. This interactive tutorial addresses the skills that are required for succeeding in the 21<sup>st</sup> Century and how to develop these skills.
5. Dr. Yongwei Sun, Level 4 TRIZ Specialist – Introduction to TRIZ. Conducted in Chinese language, this tutorial is a must for everyone, who wants to understand if TRIZ is something they want to learn.

The conference program includes a Plenary Sessions, to commemorate Altshuller’s 90<sup>th</sup> birthday. Time permitting, there will be Round Table discussions on the subjects of Quality and TRIZ introduction into companies around the world. 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 takes place.

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

**Below please find a schedule of participation fees:**

	Conference only	Preconference tutorial only	Conference + tutorial discount	Early bird discount (pay by June 15)	MATRIZ certified expert or CAQ member discount
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Overseas attendees	\$600	\$160	- \$50	- \$50	- \$50
China Domestic attendees (RMB)	3800 RMB	1000 RMB	350 RMB	350 RMB	350 RMB

**MATRIZ Presidium members receive a discount rate of \$300US for all TRIZfest-2016 activities.**

**Please note: the discounts for MATRIZ certified expert and CAQ member are not cumulative.**

**For example: a MATRIZ certified overseas attendee, registering early and taking one preconference tutorial, will have to pay participation fee in the amount of: \$600+\$160-\$50-\$50-\$50=\$610. Students receive a discounted rate of \$300US, conference only.**

**You may pay participation fee by direct wire transfer at the following bank:**

1. Account information for remittance :  
Account Name: CHINA ASSOCIATION FOR QUALITY  
Account No 02 0000 2809 0144 98969  
Account Address : 12 ZHONG JING JI DAO, XI CHENG DISTRICT, BEIJING,CHINA  
Bank Name: INDUSTRIAL AND COMMERCIAL BANK OF CHINA BEIJING BRANCH XISI OFFICE  
Bank Address: XISI EAST STREET 99, XI CHENG DISTRICT, BEIJING, CHINA  
Swift Code: ICBKCNBJBJM
2. **On-site payment: Credit Card ONLY. Please note – at this time we can't accept any other method of onsite payment, including cash.**

**When paying by bank wire transfer, please make a note that the payment is for TRIZfest-2016 participation fee.**

**You may register at the following link.**

**<http://old.caq.org.cn/htm/topic/2016triz/>**

You may find a suitable hotel on [www.agoda.com](http://www.agoda.com) or select from the list of hotels below:

HOTELS Near Conference Venues			
Hotel	Rating	Contact	Address
Jin Long Tan Hotel	4 Star	+86-10-68723823	71, West Third Ring North Road, Haidian District, Beijing, China
Zi Yu Hotel	3 Star	+86-10-68411188	55,Zengguang Road, Haidian District, Beijing, China
Shangri La Hotel	5 Star	+86-10-68826794	29,ZiZhuYuan Road, Haidian District, Beijing, China

We recommend you to check with the Chinese embassy of the country you live in for the entry visa requirements. Please note, obtaining a tourist visa is easier than a business visa. We are working on the way to provide a business visa support. We will publish this information as soon as it becomes available.

The conference venues are as follows:

### **International Culture Center of Capital Normal University**



No.83 Xi San Huan Bei Lu, Haidian District, Beijing, China

## New Office Building of China Association for Quality (CAQ)



No.6 Bai Sheng Cun, San Hu Qiao, Haidian District, Beijing, China

The buildings are located directly across the street from one another.

You can learn more about the city of Beijing – <http://www.ebeijing.gov.cn/>

You can find info for TRIZfest-2016 at: [www.matriz.org/trizfest2016](http://www.matriz.org/trizfest2016)

Please visit our website for more information as it becomes available.

If you have any questions, please contact:

### **MATRIZ**

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## **TRIZfest-2016 organizing committee**