



## Report on MATRIZ Conference *TRIZfest-2014*

TRIZfest-2014 was held on September 4-6, 2014 in Prague, Czech Republic. Traditionally, TRIZ Developers Summit, TDS, which took place September 3<sup>rd</sup>, preceded the Conference.

### **The setting**

The conference Organizing Committee did an excellent job hosting the conference. The team of Pavel Jirman should be commended for the great efforts in making *TRIZfest-2014* a success. The venue was convenient, the breaks were timely, the meeting facilities were conveniently located and well equipped, evening activities, the cocktail party and the banquet, were very well organized.

On top of all that, the city of Prague, one of the oldest European cities on the banks of Vltava River, offered many sightseeing spots and picture taking opportunities. Last, but not least, the hosts have arranged ☺ for nearly perfect weather during the conference.

### **The participants**

This year, the conference attracted nearly 70 participants from 20 countries. Another testimonial for TRIZ increasing World popularity.

### **The papers**

This year we continued with the practice of selecting submitted papers based on peer review. Valeri Souchkov organized the review process. Valeri was able to assemble quite representative group of reviewers, consisting of academia and industry representatives. This time, 35 papers, which successfully passed through the review process, were presented. The papers were differentiated into research, cases and best practice categories. Now, that we have four years of experience of reviewing papers, we understand that some changes to the process must be made. Valeri Souchkov initiated a review of the existing process and will recommend a new process for consideration by MATRIZ Presidium.

## **Pre-conference seminars**

**“Introduction to TRIZ”** by Valeri Souchkov, Sergei Ikoenko and Mark Barkan was well attended. The attendees were very involved and asked many questions.

**Anatoly Guin, Mark Barkan – “Open Problems and Creativity Bowl”** – the attendees had a lot of fun with the Creativity Bowl game.

## **The Conference**

### **Day 1**

The Conference began at 9:00 on September 4<sup>th</sup>, 2014. Dr. Sergei Ikoenko, MATRIZ President, opened the Conference. Sergei presented MATRIZ appreciation plaques to representatives of Hyundai, GE Global Research, and the Korean Standards Association (KSA). Mr. Jaromir Volf, President of Czech Association of Inventors and Innovators, welcomed the participants and provided some information on the activities of his Association.

Then, Dr. Martha Gardner, GE Global Quality Leader and Chief Scientist, delivered keynote address, in which she described how GE teaches and uses TRIZ. In Martha’s opinion, TRIZ provides decidedly positive impact on R&D activities in GE organization.

After lunch, Dr. Ivan Mašín, the Assoc. Prof. in Innovation Engineering at the Technical University in Liberec, delivered the second keynote address of the day. He spoke about usefulness of TRIZ for solving problems in manufacturing environment.

Papers’ presentations followed the introductions and the keynote addresses. Because presentations were arranged in a single track, the participants did not have to choose which presentation to attend. After a full day of work, the participants enjoyed a well organized cocktail party. There were plenty of toasts, jokes and delicious hors d'oeuvres.

### **Day 2**

The second day of the conference started with the keynote address by Dr. Val Tsourikov, founder of Invention Machine Corporation. The topic of this address was “Computational Creativity”. We did not expect any less from the first developer of the “Software that invents”. A rather interesting outlook on the potential evolution of the “Intelligent machines”.

After the keynote, more papers’ presentations followed. Again, the schedule called for a single track.

After the official part, Day 2 concluded with the dinner cruise on the Vltava River. The dinner party gathered some 75 people as several spouses joined conference participants. We were treated to the delicious food, endless drinks and beautiful views of the night Prague

### Day 3

Day 3 was devoted to the session of the MATRIZ Dissertation Council, which consisted of nine TRIZ Masters:

1. Dr. S. Litvin, Chairman, USA
2. Dr. O. Feygenson, Academic Secretary, Korea
3. Dr. O. Abramov, Russia
4. Dr. Yu. Belski, Australia
5. Mr. A. Guin, Russia
6. Dr. S. Logvinov, Russia
7. Mr. A. Lyubomirskiy, USA
8. Mr. V. Petrov, Israel
9. Mr. V. Souchkov, Netherlands

First, DC, considered two thesis defenses with the following results:

Name	For	Against	Result
Mr. Hongyul Yoon, South Korea	7	2	TRIZ Master
Prof. Daniel Sheu, Taiwan*	1	7	Did not certify

\* V. Souchkov, as a scientific advisor, did not vote.

Then, DC considered several candidates for TRIZ Master certification based on outstanding achievements in the field of practical application of TRIZ, **Robert Adunka**, Germany; **Michael Gershman**, Israel; **Rostislav Khorenyan**, Russia; **Georgi Severinets**, Belarus-China; **Igor Petiy**, Russia and a set of scientific publications, **Yong Won Song**, South Korea; **Sergey Malkin**, USA, with the following results:

Name	For	Against	Result
Dr. Robert Adunka, Germany	9	0	TRIZ Master
Mr. Georgy Severinets, Belarus-China	9	0	TRIZ Master
Dr. Rostislav Khorenyan, Russia	4	5	Did not certify
Dr. Michael Gershman, Israel	7	2	TRIZ Master
Dr. Igor Petiy, Russia	7	2	TRIZ Master

Prof. Yong Won Song, South Korea	6	3	TRIZ Master
Mr. Sergey Malkin, USA	0	9	Did not certify

Then, Dr. Sergei Ikovenko, MATRIZ President, closed the Conference.

The Korean Standards Association made a proposal to MATRIZ to hold *TRIZfest-2015* in South Korea. After a discussion of this proposal, the International TRIZ Association and the Korean Standards Association made a preliminary agreement to hold *TRIZfest-2015* in South Korea on September 10-12, 2015. Please check our website for the exact venue and dates.

By: Dr. Mark G. Barkan  
Executive Director

### Conference Photos



TRIZfest-2014 is about to begin



Sergei Ikovenko, MATRIZ President, opens TRIZfest-2014



Martha Gardner, GE, delivers a keynote address



Ivan Mašín, Technical University in Liberec, is the next keynote speaker



Sergei Ikoenko introduces Val Tsourikov, a keynote speaker



Is this what our future holds?



We play as hard as we work



Dinner cruise on the Vltava River



Simon Litvin opens a session of MATRIZ Dissertation Council





TRIZfest-2014 participants, those we were able to corral, on the last day of the conference.