

# TRIZfest- 2015 Program

## 9-Sep Pre-conference tutorials

At the present time, we don't have enough participants registered for the tutorials. We are exploring various alternatives and will publish an update on Monday, September 7th. Those, who registered already, will have an option of cancelling. Please check our website on Monday the 7th.

## 10-Sep

8:00-9:00

### Registration

### Opening Ceremonies

9:00-9:05

Opening remarks

*Mark G. Barkan, TRIZfest-2015 Organizing Committee Chairman*

9:05-9:12

Welcome to TRIZfest-2015

*Sergei Ikoenko, MATRIZ President*

9:12-9:15

Congratulatory speech

*Kyu-Dae Lee, Head of INNOBIZ*

9:15-9:20

Congratulatory speech

*Dr. Han Jungwha, Head of SMBA*

9:20-9:35

SME TRIZ Proliferation Best Case "**Problem Solving for Improvement of Printing Quality**"

*Jonghyeon Woo & Daewoo Shin*

9:35-10:00

Presentation of awards and commemorative certificates

*Sergei Ikoenko, MATRIZ President*

10:00-10:40

Plenary address: *Martha M. Gardner, Ph.D., GE Global Quality Leader and Chief Scientist*

**"Implementing TRIZ – the GE Journey"**

10:40-11:00

Refreshment Break

11:00-11:30

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**

11:30-11:50

**Universal Unsolvable Problem and Process of Resolving It**

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

11:50-12:10

**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)*

12:10-12:30

**Identification of Conceptual Directions at the Initial Project Stage**

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

12:30-12:50

**Creativity and Innovation Process**

*Mark Barkan (The International TRIZ Association - MATRIZ)*

12:50-13:50

Lunch

13:50-14:05

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**

14:05-14:20

**TRIZ deployment in China**

*Yongwei Sun, NICE, China*

14:20-14:40

**A New Analysis Model - SAFC Model**

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

- 16:10-16:40 Keynote speech: *Mi-Young Han*, President of WWIEA  
**"Innovating People's Futures"**

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

- 16:40-17:00 **Systematic Business Innovation: a Roadmap**  
*Valeri Souchkov (ICG Training & Consulting, The Netherlands)*
- 17:00-17:20 **One Day at the Museum – Using a Museum as Resource for Teaching and Learning TRIZ**  
*Christian M. Thurnes (THS Kaiserslautern - OPINNOMETH, Germany), Ikovenko 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)*
- 17:20-17:40 **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)*
- 17:40-18:00 **Approach to Knowledge Systematization**  
*Victor D. Berdonosov, Elena V. Redkolis (Komsomolsk-on-Amur State Technical University, Russia)*
- 18:00-18:20 **TRIZ Systematic Innovation Framework and Program to Support a Government Link Company's Innovation Policy**  
*Mohd Sufian Abdul Karim (Universiti Tenaga Nasional, Malaysia)*
- 18:20-18:40 **MyTRIZ Journey in Malaysia**  
*Teong San Yeoh (Malaysia TRIZ Innovation Association, Malaysia), Eng Hoo Tan (Multimedia Development Corporation, Malaysia)*
- 18:40-19:00 **Applying TRIZ Across Companies**  
*Oliver Mayer, Tiziana Bertonecelli (GE Global Research, Germany), Martha Gardner (GE Global Research, USA), Robert Adunka (TRIZ Consulting Group GmbH, Germany)*

- 19:30-21:00 Social event: Cocktail party

**11-Sep**

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

- 8:00-8:20 **Advanced Function Approach in Modern TRIZ**  
*Oleg Feygenson (Samsung Electronics, South Korea), Naum Feygenson (Healbe, Russia)*
- 8:20-8:40 **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)*
- 8:40-9:00 **Perspectives for Development of Automatized Enterprise Management Systems**  
*Victor D. Berdonosov, Alena A. Zhihotova (Komsomolsk-on-Amur State Technical University, Russia)*
- 9:00-9:20 **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)*
- 9:20-9:40 **TRIZ-Based Cause and Effect Chain Analysis vs Root Cause Analysis**  
*Oleg Y. Abramov (Algorithm Ltd., Russia)*

9:40-10:00 **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)*

10:00-10:20 Refreshment Break

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

10:20-10:40 **Development of Symbiotic Systems and Products**

*Valeriy Prushinskiy (Natural Innovations LLC, USA)*

10:40-11:00 **Applications of Purpose Axis as a part of Multi Screen Thinking**

*Yoon Hong-yul (TRIZ Center, South Korea)*

11:00-11:20 **Applying System Thinking in Evolutionary Trends**

*Arthur Lok (China Institute for Innovation, China)*

11:20-11:40 **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)*

11:40-12:00 **Super-Effect Analysis**

*Sergei Ikovento (The International TRIZ Association - MATRIZ)*

12:00-12:20 **Redesigning the Way Future Engineers Learn to Solve Inventive Problems**

*Aisha Mahmood (Namal College, Pakistan), Zulhasni Abdul Rahim (Proton Holding, Malaysia), Muhammad Mansoor and Mariam Altaf Tarar (University of Nottingham, Malaysia)*

12:20-12:40 **Simplification of System of Standard Solutions for TRIZ beginners using MAR Operator**

*TriZit Benjaboonyazit (Thai-Nichi Institute of Technology, Thailand)*

12:40-13:00 **The Application of Bionics Combined with TRIZ Thinking in the Insulator Detecting Robot Design**

*He Xu, Baochao Zong, Wenlong Wang, Zhen Li, Peiyuan Wang (Harbin Engineering University, China)*

13:00-14:00 Lunch

14:00-14:30 Keynote speech: *Cy Chen PhD, 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 **The New Approach to Problem-Solving Algorithm**

*Sang-Ha Kim, Gwang-Seob Shin, Sang-Il Lee, Hak-Shon Han, Min-Soo Shin, Hyun-Soo Ahn (Hyundai Motor Group, South Korea)*

14:50-15:10 **Parallel Evolutionary Lines – Combination of Function-Oriented Search and Evolutionary Trends**

*Simon Litvin (GEN3 Partners, USA)*

15:10-15:30 **Trend of Increasing Virtualization**

*Alex Lyubomirskiy (Gen3 Partners, USA)*

15:30-15:50 **Trend of Transition of Engineering Systems to Microlevel Today and Tomorrow**

*Yury Danilovsky (QM&E / Gen3 Partners Korea, South Korea), Sergey Ikovento (Massachusetts Institute of Technology (MIT), USA), Rajesh Menon (GILBARCO USA, India)*

15:50-16:10 Refreshment Break

**Session: Cases - Section moderator Mike Min Zhao**

16:10-16:30 **Evolution of Electric Vehicles - a TRIZ Based Approach**

*G Nagashiresha, Vinodh Mewani (GE Global Research, India)*

16:30-16:50 **In Situ Magnetizer with TRIZ**

*Tiziana Bertocelli, Jan Hemmelmann, Alexander Fiseni, Oliver Mayer (GE Global Research, Germany)*

16:50-17:10 **Research on Clip Improvement in Heavy Haul Railway Line Based on TRIZ**

*Hu Lianjun, Yang Jizhong, Zheng Xiaoyan, Yuan Zhigang (China Railway Eryuan Engineering Group Co, China)*

17:10-17:30 **TRIZ-based Innovative Concept Design of a Small Mobile Horizontal Axis Wind Turbine**

*Thursday Emmanuel, Zhao xin Jun (Northeastern University School of Mechanical Engineering and Automation, China)*

17:30-17:50 **Input VAT Recovery**

*Antoni Baszczeski (ASK Consulting, Poland)*

- 17:50-18:10 **TRIZ used in iCPA, a Tech Startup**  
*Joseph Patrick B. Roxas (University of the Philippines, Philippines), Karlo A. Tablizo (Movmento Inc., Philippines)*
- 18:10-18:25 **Development of Integral Panel of Steel**  
*Jongsung Lee, POSCO Group University*
- 18:25-18:40 **Identification of Causes of Defects in Manufacturing Processes**  
*Sergey Logvinov*
- 19:00-21:00 Social event: Dinner

## 12-Sep

9:00-13:30 **TRIZ Master Certification - break per TMCC**

13:30-14:30 Lunch

14:30-16:30 **MATRIZ Congress**

16:30-17:00 Summary and Closing