



Report on MATRIZ Conference *TRIZfest-2015*

TRIZfest-2015 was held on September 10-12, 2015 in Seoul, South Korea.

The setting

The conference Organizing Committee did an excellent job hosting the conference. The team of R&BD should be commended for the great efforts in making *TRIZfest-2015* a success. The meeting facilities were conveniently located and well equipped, the breaks were timely, evening activities, the cocktail party and the banquet, were very well organized.

On top of all that, the city of Seoul 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 over 100 participants from 23 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 and Tuomo Kassi organized the review process. They were able to assemble quite representative group of reviewers, consisting of academia and industry representatives. This time, 41 papers and four case studies, which successfully passed through the review process, were presented. The papers were differentiated into research, cases and best practice categories. Now, that we have five 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.

Day 1

The Conference began at 9:00am on September 10th, 2015. Dr. Mark Barkan, Chairman of *TRIZfest-2015* Organizing Committee, opened the conference. Then, Dr. Sergei Ikovenko, MATRIZ President, welcomed the participants of the Conference. After the congratulatory speeches by Mr. Kyu-Dae Lee, President of INNOBIZ, and Dr. Jungwha Han, SMBA Administrator, Jonghyeon Woo & Daewoo Shin presented SME TRIZ Proliferation Best Case "Problem Solving for Improvement of Printing

Quality". Then, Dr. Ikovenko presented MATRIZ awards and appreciation plaques to representatives of several organizations.

The opening ceremonies were followed by plenary session, where Dr. Martha Gardner, GE Global Quality Leader and Chief Scientist, discussed "Implementing TRIZ – the GE Journey", in which she described how GE teaches and uses TRIZ. In Martha's opinion, TRIZ, along with Six Sigma and Lean, provides decidedly positive impact on R&D activities in GE organization.

After break, Dong-Seob Jang, Ph.D., Vice President of Samsung Electronics delivered keynote speech: "Innovation Way of Samsung Electronics". He spoke about usefulness of TRIZ for solving problems in manufacturing environment.

In the afternoon, there were two more key-note addresses by: Dr. Duan Yonggang, China Association of Quality, "Recent progress of CAQ in promoting Innovative Quality Technology and Methods" and Ms. Mi-Young Han, President of WWIEA, "Innovating People's Futures". Papers' presentations followed the introductions and keynote addresses.

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 more papers' presentations. After lunch, Cy Chen PhD, Vice President of ITRI, Taiwan, delivered keynote speech: "Systematic Management of Innovative Organization: Evolution of ITRI Business Model". After the keynote, more papers' presentations followed.

After the official part, Day 2 concluded with the gala dinner. We were treated to the delicious Chinese buffet, endless drinks and a lot of laughs.

Day 3

Day3 started with a session of the TRIZ Master Certification Council. The Council consisted of nine TRIZ Masters:

1. Dr. Simon Litvin, Chairman, USA
2. Dr. Oleg Feygenson, Academic Secretary, South Korea
3. Dr. Oleg Abramov, Russia
4. Mr. Len Kaplan, South Korea

5. Dr. Sergey Logvinov, Russia
6. Mr. Alex Lyubomirskiy, USA
7. Mr. Valeriy Prushinskiy, USA
8. Dr. Yong Won Song, South Korea
9. Mr. Valeri Souchkov, the Netherlands

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

Name	For	Against	Result
Mr. Yury Lebedev*	7	1	TRIZ Master
Mr. Heungyeol Na	5	4	Did not certify

* Dr. Sergey Logvinov, as a scientific advisor, did not vote.

Then, TMCC considered Mr. Minsoo Kim – for outstanding achievements in the field of practical application of TRIZ in the inventive or innovative activity with the following result:

Name	For	Against	Result
Mr. Minsoo Kim	7	2	TRIZ Master

After lunch the IX MATRIZ Congress took place.

The Congress heard reports by MATRIZ Vice Presidents, MATRIZ President, MATRIZ Executive Director and the Chair of the Auditing Committee.

The representatives of the Regional TRIZ Association in good standing voted on several procedural issues and by-laws modifications. They also voted on the new MATRIZ Presidium.

The following 9 candidates were elected to the new MATRIZ Presidium.

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| 1. Robert Adunka, Germany | (20 votes) |
| 2. Mark Barkan, USA | (26 votes) |
| 3. Christoph Dobrusskin, The Netherlands | (21 votes) |
| 4. Yury Fedosov, Russia | (26 votes) |
| 5. Oleg Feygenson, Russia | (26 votes) |
| 6. Sergei Ikovenko, USA | (26 votes) |
| 7. Jun-Young Lee, South Korea | (23 votes) |
| 8. Simon Litvin, USA | (23 votes) |
| 9. Yongwei Sun, PR China | (21 votes) |

After a brief meeting, the new Presidium proposed to elect Dr. Sergei Ikovenko as MATRIZ President. Dr. Ikovenko was elected MATRIZ President by unanimous vote.

Then, Dr. Sergei Ikovenko, newly elected MATRIZ President, closed the Conference. In the closing remarks, Sergei mentioned that the *TRIZfest-2016* will take place in P.R. China. We will publish the pertinent details by the end of October.

Dr. Mark G. Barkan
Executive Director

Conference Photos

We will publish a link to the *TRIZfest-2015* pictures archive in the near future.



Mark Barkan opens *TRIZfest-2015*



Sergei Ikoenko welcomes the participants



Nearly 300 people gathered for the opening of TRIZfest-2015



Not every participant stayed to the end