

# WELCOME TO TRIZfest-2017

## The main theme – TRIZ as an Effective Tool for the Development of the Nation's Economy



**Dear colleagues!**

The 13th International Conference “TRIZfest-2017” will be held in Krakow, Poland, on September 14-16, 2017. It is organized by the International TRIZ Association (MATRIZ) in partnership with NOVISMO and several Polish business and Government organizations. The conference focus will be on networking. We invite every TRIZ practitioner, researcher, or a beginner to attend and to share your TRIZ related ideas with the world TRIZ community.

We are very fortunate to receive the support from the leading innovation organization in Poland, as well as Polish Governmental and business entities.

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

Dr. Mark Barkan, TRIZ Master, MATRIZ Executive Director – The Organizing Committee Chair.

The Organizing Committee members:

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);

Mr. Przemysław Przytuła, NOVISMO – Polish representative;

Dr. Sergey Yatsunenko, NOVISMO – Polish representative.

On September 13<sup>th</sup> TRIZfest-2017 participants will have an opportunity to attend one or two tutorials. The tutorials are listed below. The entire day's tutorial fee is \$80. In addition, there is a potential for two or four Master Classes by TRIZ Masters Simon Litvin and Alex Lyubomirskiy. For a Master Classes to take place we must have a minimum of 25 paid attendees. You may see the topics of the Master Classes once you are on the payment page of the TRIZfest-2017 registration process.

This year we offer the following tutorials:

1. Zenia Guin – “Teaching 21<sup>st</sup> Century Skills”.
2. Valeriy Prushinskiy, Oleg Feygenson - "Modern TRIZ Tools: Hybridization with elements of Advanced Function Approach".
3. Valeri Souchkov – “TRIZ for Business Applications”.
4. Sergei Ikovenko – “TRIZ for Patent Strategies. Best practices of world leading corporations”.
5. Mark Barkan – “How to Succeed in 21<sup>st</sup> Century.

Five tutorials are listed in the order they will be offered. Mark Barkan’s tutorial will take place if one of the preceding tutorials is not offered for some reason.

A TRIZ-Pedagogy Session takes place on the afternoon of September 14. There will be a key-note address by Zenia Guin, 5-6 paper presentations and a Round Table discussion on utilization of TRIZ in the educational process. We invite all teachers and other interested people to attend this session. The fee for attending this session only is \$50.

The participation fee schedule is as follows:

✚ Full participation fee –	\$550
✚ Students fee (conference only) –	\$200
✚ Students fee (full participation –	\$450
✚ Accompanying person fee –	\$250 (social programs only)

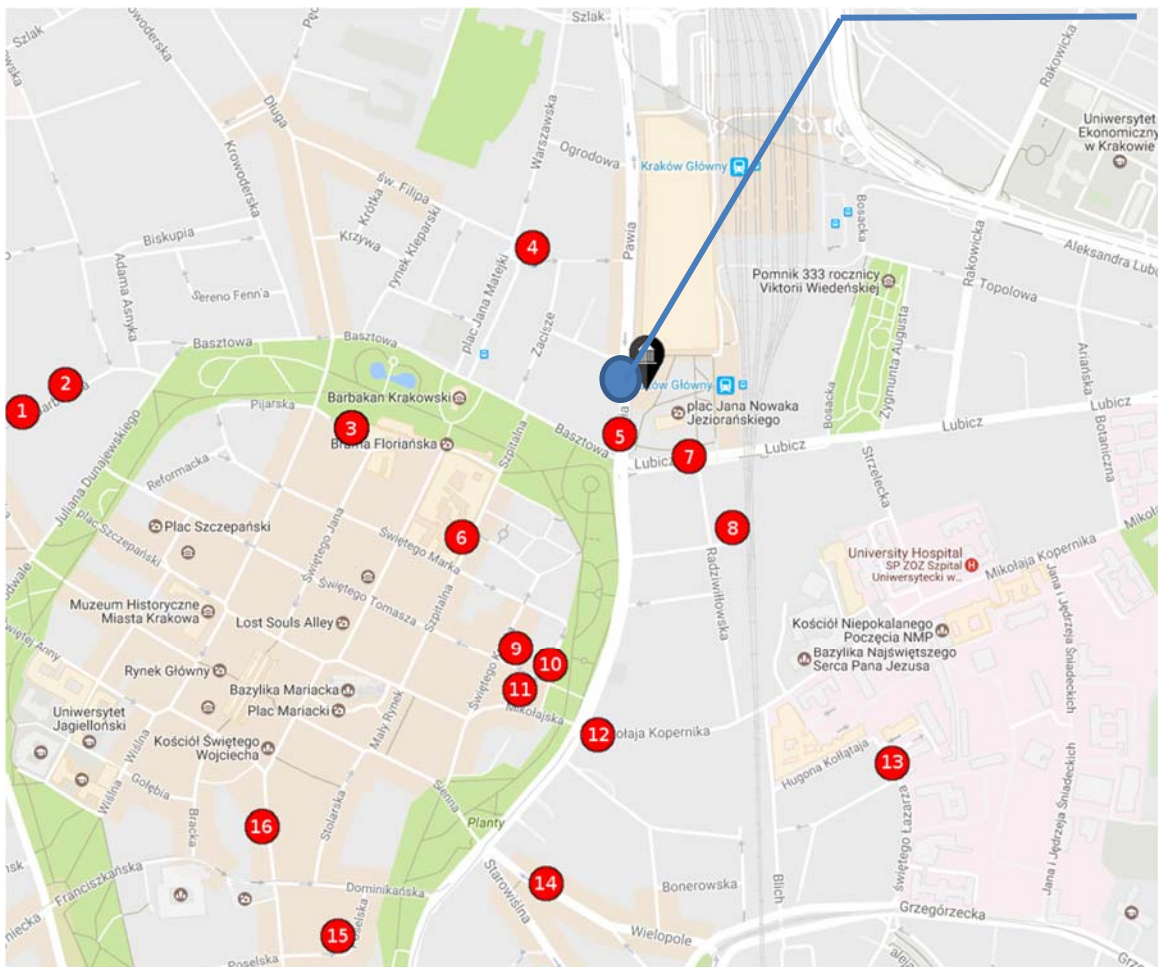
Organizations with 10 or more participants receive a 10% discount of the Full Participation fee. If you are unable to pay via the payment option on the MATRIZ website, please contact Mark Barkan, [mbarkan@matriz.org](mailto:mbarkan@matriz.org), to arrange for some other method of payment.

The conference program includes 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. We also plan a panel discussion on the “TRIZ in World Class Corporations”. At the TRIZfest-2016 this discussion received a very positive feedback.

The 12<sup>th</sup> MATRIZ Congress is planned as the closing activity of the TRIZfest-2017.

Hotel Andel’s – <https://www.viennahouse.com/en/andels-cracow/the-hotel/overview.html> by the Vienna House chain, is the conference venue. An average room rate is 140€. This hotel is located about 100 meters from the Krakow Old Town. We have 40 rooms at this price blocked through July 15<sup>th</sup>. The Vienna House hotel Chopin – <https://www.viennahouse.com/en/easy-chopin-cracow/the-hotel/overview.html>, is within 15 minutes walking distance from the venue, or 2 stops on a street car, an average room rate is 60€. Please see the below map with more nearby hotels.

## Hotel Andel's



1. Hotel Alexander
2. Hotel Amber
3. Hotel Francuski
4. Hotel Matejko
5. Hotel Polonia
6. Pollera
7. Hotel Europejski
8. Hotel Alexander 2
9. Hotel Classic
10. Hotel Campanile Cracovie
11. Hotel Mikołaj
12. Hotel Wyspiański
13. Hotel Batory
14. Hotel Wielopole
15. Hotel Wawel
16. Hotel Jan

The conference schedule should allow enough time for work, social activities and getting familiar with Krakow – we are confident you will enjoy this beautiful city – Poland’s capital of culture.

You can learn more about Krakow at <http://www.krakow.pl/english/>.

### **Call for Papers.**

Please see the entire announcement at <http://www.triz-event.com/>.

### **IMPORTANT DATES**

- The deadline for submitting abstracts: February 1, 2017
- Notification of abstracts acceptance: February 15, 2017
- The deadline for submitting full papers: June 1, 2017
- Notification of full papers acceptance: June 30, 2017
- The deadline for submitting final papers: August 15, 2017

Please check *TRIZfest-2017* webpage so you don’t miss any new information.

If you have any questions, please contact:

#### **MATRIZ**

Mark Barkan, [mbarkan@matriz.org](mailto:mbarkan@matriz.org) (English, Russian)

#### **NOVISMO**

Przemysław Przytuła, [przemyslaw.przytula@novismo.com](mailto:przemyslaw.przytula@novismo.com) (English, Polish)

Looking forward to seeing you in Krakow!

**TRIZfest-2017 organizing committee.**