



## Report on MATRIZ Conference *TRIZfest-2018*

TRIZfest-2018 was held on September 13-15, 2018 in Lisbon, Portugal, with the main theme: “TRIZ as an Effective Tool for the Development of the Productive Thinking Skills”.



**After the first day of work cocktail party. With the Atlantic Ocean on the background.**

### **The setting**

The conference Organizing Committee did an excellent job hosting the conference. Prof. Helena Navas and her students: José Pedro Marques Curva, Liliana Catarina Azenha Rodrigues, Maria Ana dos Santos Carvalho, Pedro Martim Nunes Oliveira Lota, Verónica Martins Valente Romão Domingos should be commended for the great efforts in making *TRIZfest-2018* 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 Lisbon and Costa de Caparica 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 50 participants from 15 countries.

## **The Organizing Committee**

Conference Co-Chairs:

- Prof. V. Cruz Machado, Universidade NOVA de Lisboa.
- Dr. Mark Barkan, TRIZ Master, MATRIZ Executive Director.

General conference coordinator:

Prof. Helena Navas, Universidade NOVA de Lisboa.

Program Committee and Papers Review Chair:

Dr. Oliver Mayer, TRIZ Master, MATRIZ Board Member.

Members:

- Dr. Yury Fedosov, TRIZ Master, MATRIZ President.
- Dr. Simon Litvin, TRIZ Master, TRIZ Master Certification Council Chairman.

## **Conference Venue**

TRIZfest-2018 took place at the Tryp Lisboa Caparica Mar, Av. General Humberto Delgado, nº 47, 2829-506 Costa de Caparica, Portugal.

## **The papers**

This year we continued with the practice of selecting submitted papers based on double blind peer review. Oliver Mayer and the Program Committee organized the review process. They were able to assemble quite representative group of reviewers, consisting of academia and industry representatives. This time, 32 papers, which successfully passed through the review process, were presented. Now, that we have several years of experience of reviewing papers, we understand that some changes to the process must be made. Oliver Mayer initiated a review of the existing process and will recommend a new process for consideration by MATRIZ Presidium in the near future.

## **Preconference tutorials.**

On September 12th TRIZfest-2018 participants attended the following tutorials by the world's top TRIZ experts:

1. Sergei Ikovenko: TRIZ for Patent Strategies.
2. Anatoly Guin: TRIZ-Pedagogy.
3. Sergey Faer: TRIZ for solving non-technical problems: Method of Paradoxes.
4. Simon Litvin: Creative Imagination Development.

## **Day 1**

The Conference began at 9:00am on September 13<sup>th</sup>, 2018. Dr. Mark Barkan, Co-Chair of TRIZfest-2018 Organizing Committee, opened the conference. Dean Prof. V. Cruz Machado, Co-Chair of TRIZfest-2018 Organizing Committee, welcomed the participants and wished all a productive conference. Dr. Yury Fedosov, MATRIZ President, also welcomed the participants of the Conference, and Prof. Navas wished the participants a good conference. Then, Dr. Ikovenko presented MATRIZ awards and appreciation plaques to two organizations and several individuals. After that, Dr. Mark Barkan presented TRIZ Champion certificates to Jürgen Jantschgi, Elena Gredynarova and Pavel Jirman.

Then, Dr. Jung-Hyeon Kim, TRIZ Master, Samsung Electronics, delivered a key-note address: TRIZ at Samsung Electronics - Historical Overview and Case Studies.

After the opening ceremonies, papers' presentations started in two tracks. In the afternoon, a section on TRIZ-Pedagogy took place. We also had a well-attended round table on "Introducing TRIZ in the industry and academia".

After a full day of work, the participants enjoyed a well-organized cocktail party on the hotel's roof. There were plenty of toasts, jokes and delicious hors d'oeuvres.

## **Day 2**

The second day of the conference started with more papers' presentations. We also participated in two round table discussions: TRIZ in Industry and MATRIZ Certification, Issues of Methodology and training.

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

### Day 3

Day3 was devoted to a session of the TRIZ Master Certification Council. The Council consisted of eight TRIZ Masters:

1. Dr. Simon Litvin, Chairman, USA
2. Dr. Oleg Feygenson, Academic Secretary, South Korea
3. Dr. Oleg Abramov, Russia
4. Dr. Robert Adunka, Germany
5. Dr. Sergey Logvinov, Russia
6. Dr. Sergei Ikovenko, USA
7. Dr. Oliver Mayer, Germany
8. Mr. Naum Feygenson, Russia

First, TMCC considered one thesis defense with the following result:

Name	For	Against	Result
Dr. You Shin Han	4	3	Did not certify

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

Then, TMCC considered Mr. Jae Yeon Kim and Dr. Yongwei Sun 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. Jae Yeon Kim	8	0	TRIZ Master
Dr. Yongwei Sun	5	3	TRIZ Master

After TMCC session, Dr. Mark Barkan closed the Conference. In the closing remarks, Mark mentioned that the *TRIZfest-2019* will take place in Heilbronn, Germany on September 11-14, 2019. We will publish the pertinent details of the *TRIZfest-2019* by the end of October.

Dr. Mark G. Barkan  
Executive Director

## Conference Photos



**Yury Fedosov, MATRIZ President, welcomes participants**



**Prof. Helena Navas addresses the conference**



**Prof. V. Cruz Machado, Dean at the Universidade NOVA de Lisboa, welcomes the participants**



**Dr. Elena Gredynarova receives TRIZ Champion certificate**



**Dr. Oliver Mayer is recognized for his great performance as the Conference Program Committee Chair**



**High intensity work by the Creativity Bowl teams. The competition was very much enjoyed by all conference attendees**