

The 3rd MATRIZ (International TRIZ Association) China Annual Conference was successfully held at University of Hong Kong

On November 3-4, 2018, the MATRIZ (International TRIZ Association) Greater China Annual Conference was successfully held at University of Hong Kong. More than 40 TRIZ experts from China Mainland, Hong Kong and Taiwan attended the annual conference.

The annual conference was hosted by MATRIZ China, Hong Kong Innovation Society, member of MATRIZ and Industrial and Manufacturing Systems Engineering Department of University of Hong Kong, and Taiwan TRIZ Innovation Value Association (TIVA). It highlights the consensus and joint efforts of the compatriots on both sides of the Straits to promoting TRIZ.



The participants of the annual conference are quite extensive, including representatives from well-known universities such as the University of Hong Kong, Inner Mongolia University of

Science and Technology, Taiwan Minghsin University, Hong Kong Polytechnic University, South China University of Technology, Guangdong University of Technology, Shanghai Maritime University, etc. Representatives of well-known enterprises such as China Energy Group, vivo, Huawei, ZTE, Gree Electric Appliances, MASteel, Nexteer, Zhongke Sanhuan, and many representatives from consulting companies and intellectual property community attended the conference.

The conference was chaired by Dr. Sun Yongwei, the vice president of MATRIZ, who is in charge of the affairs of Asia and Oceania. He first expressed his heartfelt gratitude to all the delegates, especially those mainland compatriots who have overcome the cumbersome procedures and can finally make a trip. The passion for TRIZ made them overcome the difficulties.

He also expressed his thanks to the Innovation and the Department of Industrial and Manufacturing Systems Engineering of the University of Hong Kong for supporting this conference. Victor Lo, Chairman Institute of Systematic Innovation of Hong Kong, and David Kwan, representative of the University of Hong Kong, accepted the thanks from MATRIZ!



After that, Dr. Sergei Ikovenko, the special guest from MATRIZ, former president of MATRIZ, current Chairman of CEM (Committee of Expertise and Methodology) of MATRIZ, TRIZ

Master read a greeting letter from Yury Fedosov, the MATRIZ President.



Dr. Sergei Ikoenko also presented the TRIZ Master's certificate to Dr. Sun Yongwei, the world's first Chinese TRIZ Master who has just obtained the MATRIZ Level 5 certification, and once again expressed his congratulations.

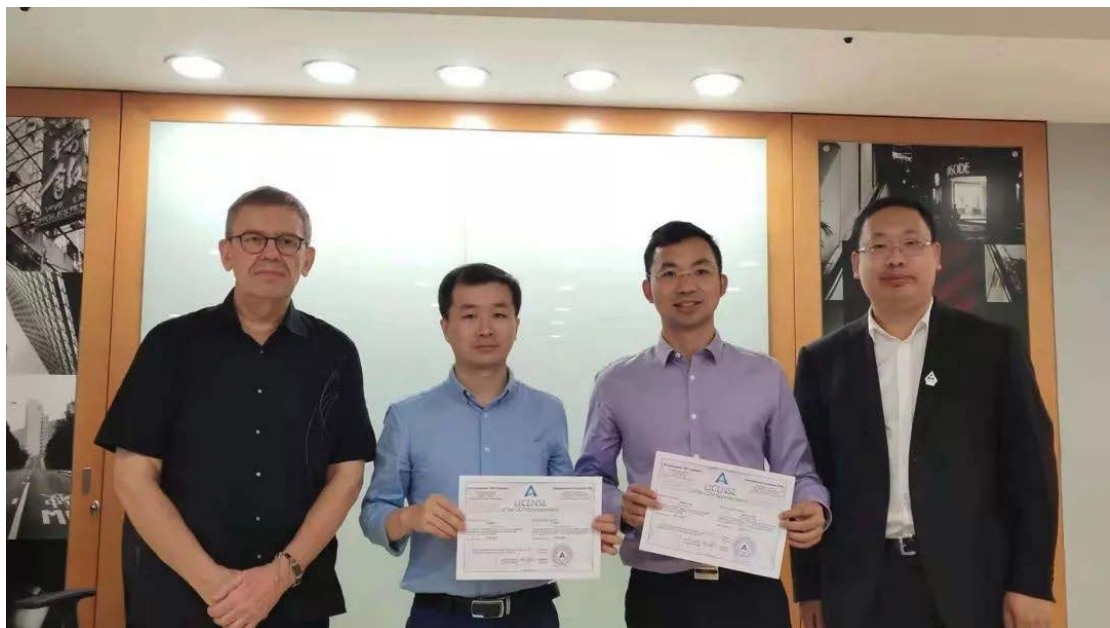


Han Nan, who won the 2018 MATRIZ Individual Award, delivered her acceptance speech. In the past 6 years, she has done a lot of work around TRIZ and has made great contributions to

the development of MATRIZ in China.



On behalf of MATRIZ CEM, Dr. Sergei Ikoenko, Chairman of MATRIZ CEM, awarded the qualifications to Mr. Arthur Lok and Dr. Li Miao, the MATRIZ Level 3 experts who obtained the MATRIZ accreditation for Level 1 certification in 2018. At present, there are five experts with MATRIZ accreditation for Level 1 certification in China.



Ms. Han Nan, who provided substantial support for the MATRIZ Level 3 certification training held in Shenzhen in July 2018,, awarded certificates to experts who have got the MATRIZ

Level 3 certification in 2018.



Dr. Lin Yue, the first MATRIZ Level 4 specialist of China, awarded the certificate to the Level 2 certification experts on behalf of MATRIZ.



Dr. Sun Yongwei, Vice President of MATRIZ, who is in charge of Asia and Oceania, presented the MATRIZ membership certificate to Mr. Zhang Binbin, the president of the Fujian TRIZ Association, who became a member of MATRIZ in 2018.



The reports of the conference are brilliant. Dr. Sun Yongwei introduced the progress of MATRIZ China in the past year and the future development strategy of MATRIZ in China. It is pointed out that the use of TRIZ method for innovation is very important at present and is a very important development opportunity.

Sergei Ikoenko, the chairman of MATRIZ CEM, introduced the origin of the MATRIZ certification. Since 1998, the founder of TRIZ theory, the first President of MATRIZ, Mr. Altshuller, has certified the first batch of TRIZ masters. In the past 20 years, MATRIZ's certification system The continuous improvement has also won the most extensive recognition of the world's most famous companies such as Samsung, GE, POSCO and Hyundai. It also recognizes mutual recognition with world-renowned organizations such as MIT (MIT), WIPO (World Intellectual Property Organization), and the European Union.

Dr. Vicor Lo, Chairman of the Hong Kong Institute of Innovation and former professor of the University of Hong Kong, introduced the development of TRIZ.

Mr. Dang Wei, the promotor who is in charge of TRIZ activities in vivo published the award speech of vivo for receiving the MATRIZ Special Recognition Award. Great progresses were made in vivo in the popularization and application of TRIZ methodology in the past 6 years. Every year, TRIZ method is used to solve a large number of technical problems. And successfully implemented in the smartphone. There are a large number of TRIZ applications in vivo's mobile phone, and it is proposed to start again in the future TRIZ, and TRIZ will be brought a higher level in vivo.

In the following report, TRIZ experts have done a good job from different perspectives such as TRIZ promotion, TRIZ education, TRIZ application, TRIZ and other theories.





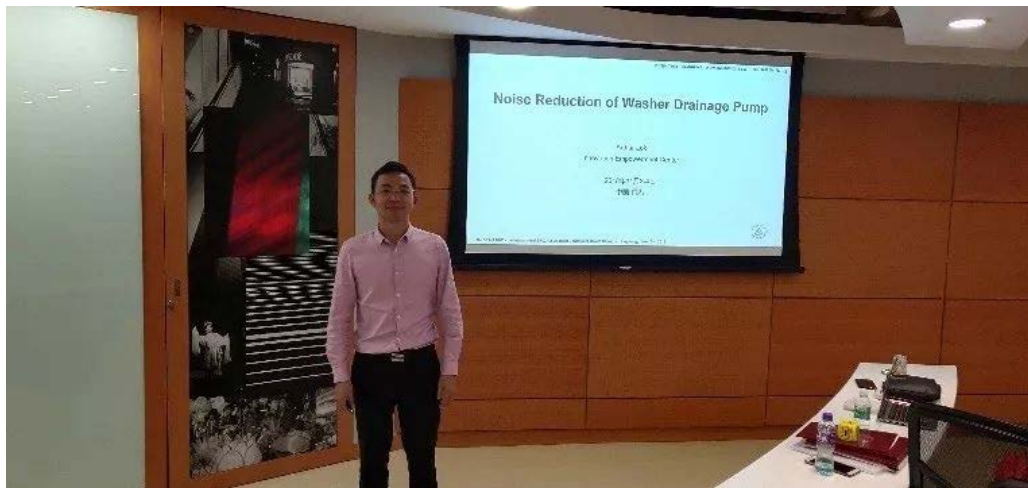


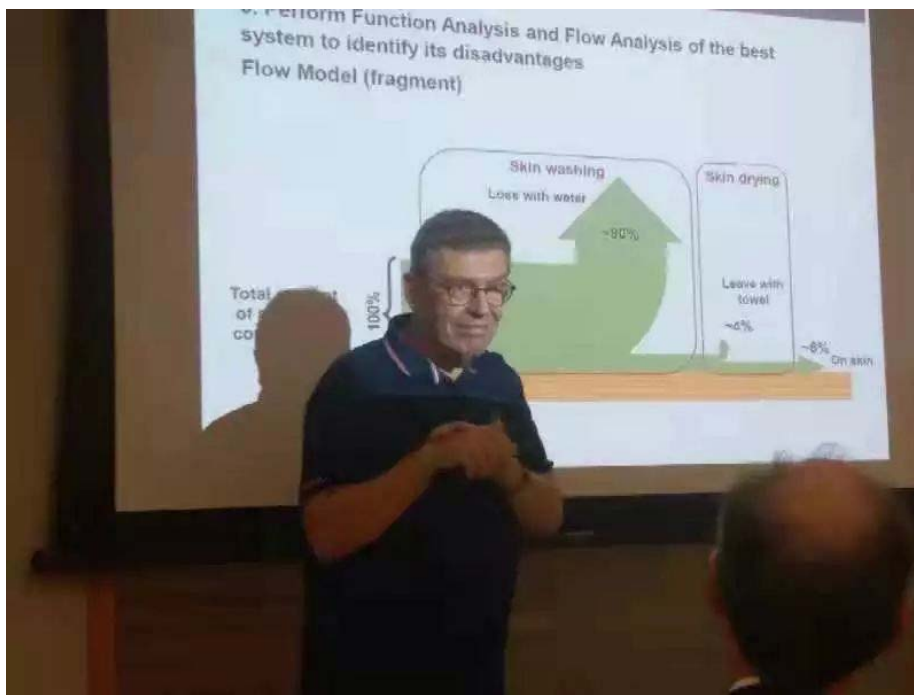
The last session of the first day was a free discussion. All participants had extensive and very productive discussions on key issues such as how to achieve tangible results, how to advance, and how to choose the right project. More than an hour of discussion has passed without being realized and the experience from promoting successful companies such as the China Energy Group and vivo has greatly inspired everyone.

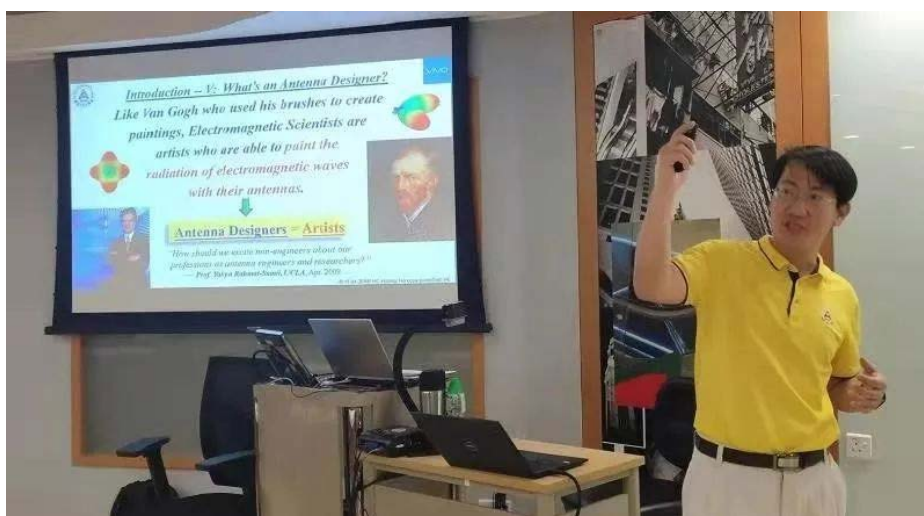
The gap between the reports is a good opportunity for everyone to socialize. Many TRIZ experts met and became familiar with each other and conducted full and in-depth exchanges. They all said that there should be a relaxed atmosphere and deep and effective exchanges every year.



The reports of the 2nd day mainly focused on case sharing. TRIZ experts shared their experiences in using TRIZ to solve practical problems, taking the actual projects they solved.









The two-day conference passed very quickly, and the full schedule made it impossible for participants to enjoy the beautiful Hong Kong and the famous Hong Kong University. When Dr. Sun announced the end of the conference, many participants were reluctant to leave.

We also look forward to the many TRIZ experts who will come together again with more results and experience in the coming year.

