

TRIZfest-2019: Report



The 15th International Conference of MATRIZ “TRIZfest-2019” was held on September 11-14, 2019 in Heilbronn, Germany. It was organized by the International TRIZ Association – MATRIZ and hosted by the Chamber of Commerce and Industry of Heilbronn-Franken.

The conference was visited by over 120 participants. Most of them represented Germany, others came from many different countries including China, India, South Korea, Thailand, USA, Vietnam; in addition to European countries, and certainly Russia and Ukraine. It was quite exciting to observe that Germany continues building rather strong TRIZ community with representatives from top German companies.

The pre-conference day featured six different tutorials: Design for patentability; Advanced analysis of information with TRIZ; Hybridization; Creative Imagination Development; Trends of Evolution of Business Systems, Finding a proper spot for innovation. Although the tutorials were run at parallel sessions, it was pleasant to see that no room was missing audience; each tutorial gained almost the same number of attendees as the others thus demonstrating equal interest in different subjects of TRIZ.



TRIZfest-2019 Report



The conference started with an opening and awards ceremony. The opening speeches were provided by Dr. Mark Barkan, Executive Director of MATRIZ and Prof. Dr. Dr. h.c. Harald Unkelbach, President of the Heilbronn-Franken Chamber of Commerce and Industry. The award of TRIZ Champion by MATRIZ was presented to Pavel Jirman (Czech Republic), special awards for contribution to MATRIZ development were given to Dr. Mark Barkan (USA) and Dr. Yuri Fedosov (Russia), now ex-President of MATRIZ. A group of other participants received certificates of their advanced degrees in TRIZ and certificates of new regional TRIZ associations which became members of MATRIZ.



Special MATRIZ awards were provided by MATRIZ VP on Europe Dr. Robert Adunka to a group of German students for their distinguished works on inventions developed with TRIZ.



The conference program provided 43 paper presentations, two keynotes and two panels. Judging by statistics, papers and presentations focused on the following topics (some papers were focusing on more than one):

- Theoretical, research results: 6
- TRIZ-related methods and tools development: 14
- Best practices, business experiences, integration with non-TRIZ methods/tools: 11
- TRIZ-Pedagogy: 5

TRIZfest-2019 Report

- Educational methods and experiences: 6
- Case studies: 18

The event featured two keynote talks. The first one presented an overview of TRIZ at Schaeffler Group by Rainer Eidloth and Dr. Armin Lau. Schaeffler Group is a company well known in aerospace and automotive industries with 92.000 employees. The second keynote talk was given by Thomas Bayer, Director of Innovation Lab of Wittensten SE, about developing a new S-curve by creating a radically new type of gear – Galaxie Gear® with TRIZ. Citing Mr. Bayer, this invention disrupts 500 years of gear's basic design principles. Needless to say, the invention collected numerous awards.



The conference included a special session on TRIZ-Pedagogy run by Dr. Mark Barkan. TRIZ-Pedagogy is the growing area which suggests new principles of education based on a number of key TRIZ principles and concepts in a modern highly dynamic world; and the TRIZ community does its best to contribute to this new approach.



The first conference panel focused on the issues of TRIZ applications in industry, in particular on the aspects of implementing TRIZ at both large corporations and SMEs. One of the critical questions is how to integrate TRIZ with already existing processes and business practices at organizations while implementing it. Without solving it, TRIZ is used sporadically and dispersedly and does not contribute very much to the growth of intellectual property of a company.

The second panel was dedicated to TRIZ training/certification issues by MATRIZ which demands a better structure and more clarification. It was exciting to observe willingness of the audience to discuss existing challenges and look for ways to achieve positive changes and common agreements at both panels.

TRIZfest-2019 Report



The first part of the final day was dedicated to TRIZ Master degree defense. Unfortunately, this year we have no new TRIZ Masters. Although a presentation by TRIZ Master candidate Mr. Anton Kozhemyako won 4 votes against 3, it was not enough to get the degree. Other candidates postponed their promotions till next year.



The final part of the event was MATRIZ Congress which is conducted bi-annually. Besides a usual report from MATRIZ Executive Director Dr. Mark Barkan, the reports were provided by those who held key roles at MATRIZ. One of the decisions made was to continue a balanced development of MATRIZ along three main strategic directions: "Classical" TRIZ, TRIZ for Business and Management, and TRIZ-Pedagogy.

Then a new MATRIZ Board (Presidium) was elected. The new MATRIZ Board members are: Dr. Oleg Abramov (Russia), Mr. Hyunsoo Ahn (South Korea), Dr. Robert Adunka (Germany), Dr. Oleg Feygenson (South Korea/Russia), Dr. Alexey Fomenko (Russia), Dr. Sergei Ikovenko (USA), Dr. Oliver Mayer (Germany), Mr. Valeri Souchkov (The Netherlands), Dr. Sergei Yatsunenکو (Poland).

Before completing the event, the new Board elected a new MATRIZ President: Dr. Oleg Feygenson.

As usual, the organizers ensured several social events which included a cocktail party and the conference gala dinner. It was a coincidence that at the same time there was a local wine festival in the city of Heilbronn which provided additional social program for many participants. But MATRIZ, of course, welcomes responsible drinking only.



TRIZfest-2019 was an excellently organized, intensive and fruitful event. Some sceptics often tell me that TRIZ came to the stagnation or even decline stage. But events like this – due to the opportunity to meet and talk to many different people - show it certainly did not. TRIZ works well, but one of the key issues is

TRIZfest-2019 Report

that TRIZ is not yet well known; it seems to be too complex but all the attempts to simplify TRIZ did quite a damage to its reputation. TRIZ must not be simplified; instead, it must be properly structured, learned, and implemented. Only then the real results will come, and they will do it at a large scale. But we must admit that TRIZ has reached a turning point: it must be capable of supporting innovation in all the new and emerging technologies and methodologies of the 21st century: AI, big data, design thinking, sustainability, IoT, new approaches to education, and so forth.



The conference proceedings will be available at the MATRIZ website in October, 2019.

Valeri Souchkov, TRIZ Master. September 18, 2019

