

MINUTES
OF THE XI CONGRESS OF MATRIZ, THE INTERNATIONAL TRIZ ASSOCIATION,
SEPTEMBER 14, 2019

1. OPENING OF THE CONGRESS

A biennial meeting of MATRIZ, the International TRIZ Association, was held at IHK (Heilbronn Chamber of Commerce and Industry) in Heilbronn, Germany, on September 14th, 2019. The meeting convened at 3:00pm.

2. CALL TO ORDER AND WELCOMING REMARKS

The MATRIZ President, Dr. Yuri Fedosov, welcomed the Congress.

3. ELECTION OF THE CHAIRMAN

Dr. Fedosov nominated Dr. Mark Barkan as Chairman of the XI Congress of MATRIZ.

The Congress members elected Mark Barkan as Chairman by unanimous vote.

Ms. Deborah Abramov was appointed Secretary.

4. REGIONAL ORGANIZATIONS ROSTER CALL

Regional Organization Members in attendance: 29 (including 21 proxies). Regional Organization Members not in attendance: 5.

5. PRESIDENT'S REPORT

Dr. Fedosov reported that over the past two years the system for certifying TRIZ specialists continued to improve. He said that during his tenure the focus of MATRIZ activities has been to improve the performance of the Council of Expertise and Methodology. In addition, the selection of conference presentations has become more stringent, the first edition of TRIZ Review was published, and the number of regional organizations and the diversity of their activities have seen significant growth.

Dr. Fedosov emphasized four pressing issues that the new MATRIZ Presidium must address:

First, more must be done to develop creative and critical thinking skills, and to develop TRIZ for non-technical applications, especially business. At the present, MATRIZ focuses mainly on improving methods aimed at eliminating disadvantages in technical systems and then training engineers in these methods.

Therefore, Dr. Fedosov urges the new Presidium to organize their work in three areas: 1) TRIZ-classical (technical); 2) TRIZ-pedagogy; and 3) TRIZ-business, which includes other non-technical applications.

Second, as many high-level TRIZ specialists are of retirement age, it is necessary to consider who will replace them. Dr. Fedosov suggested introducing additional requirements to the "Regulations for TRIZ Masters"; for example, to oblige TRIZ Masters to regularly train TRIZ specialists for certification on Levels 4 and 5.

Third, in respect to the growing number of questionable TRIZ publications, Dr. Fedosov recommends reviving the defunct Research and Development Council and require renewing every effort, aimed at refuting the disinformation that appears in such publications.

Fourth, the new Presidium needs to consider how to address the language problem facing candidates for the 4th and 5th levels of certification. Although the official language of MATRIZ is Russian and/or English, not everyone has the sufficient proficiency with these languages.

Dr. Fedosov concluded by wishing the newly elected Presidium success in resolving these and other important issues confronting MATRIZ.

Members of the Congress approved the President's report by unanimous vote.

6. ELECTION OF RETURNING BOARD

Dr. Barkan made the motion, seconded by unanimous vote, to retain Ms. Ludmila Boytsova as Chairman, and Mr. Kai Plambeck and Mr. Emmanuil Emanuilov as members of the Returning Board. **Members of the Congress elected Ludmila Boytsova as Chairman, and Kai Plambeck and Emmanuil Emanuilov as members of the Returning Board by unanimous vote.**

7. A motion for Moving Official Seat of MATRIZ to Europe

Background of vote: Dr. Barkan announced a year ago that he would step down as MATRIZ Executive Director. He said that Presidium members Drs. Oliver Mayer and Robert Adunka had volunteered to fulfill these duties. However, as Dr. Mayer explained, from a legal and controllability standpoint, they could only fulfill these duties if the official seat of MATRIZ were moved to Europe. On the other hand, Mr. Souchkov and Dr. Barkan pointed out that Europe is very bureaucratic and opening a non-profit there is far more problematic than in the United States. Mr. Souchkov estimated it would take at least six months for the organization to begin functioning in Europe. Drs. Mayer and Adunka agreed, but noted that they could not operate or control the finances of a US organization from Germany.

The Congress members voted on whether to “**move the official seat of MATRIZ to Europe**”.

Twenty nine votes were cast, and of those:

10 votes in favor

19 votes against

Therefore, by decision of the Congress, the official seat of MATRIZ will NOT move to Europe.

8. LIST OF CANDIDATES FOR THE NEXT PRESIDUM

Dr. Barkan presented a list of 10 candidates for the next Presidium, and asked whether there were recommendations for additional candidates. Dr. Feyngenson nominated Dr. Oleg Abramov to the list. Dr. Abramov accepted and was added to the list.

9. VICE PRESIDENTS' REPORTS

9.1 Robert Adunka, Vice President for Europe

Dr. Adunka reported that the number and membership status of TRIZ associations in Europe has remained stable. He also said that he held quarterly Skype meetings, with follow-up reports, with regional group representatives in 2018 and 2019 in order to discuss current and future TRIZ activities in Europe.

The number of TRIZ certificates issued for Level 1 was highest in Germany, with other countries lagging behind, although The Netherlands and Austria showed good results due to the efforts of Ch. Dobrusskin and J. Jantschgi, respectively. Dr. Adunka noted that because very few Level 3 courses are held in Europe, the number of Level 3 certificates issued remains quite low. Dr. Ikovenko holds one course annually, and in 2019 a course by Robert Adunka was added.

Dr. Adunka announced that Parts 1 and 2 of the VDI-Guidelines (Association of German Engineers) is officially available and Part 3 should be available in draft form in September 2019. He also noted that a number of papers on this topic have been published by Professor Kai Hiltman.

Other activities reported by Dr. Adunka included: Practitioner Day in 2017 and 2018 (and one upcoming in Heilbronn in 2019) and student awards; TRIZ Expert Groups for people with Level 1 and higher; remote TRIZ Workshop; teaching TRIZ in secondary schools; and the first German TRIZ-BarCamp, sponsored by MATRIZ and VDI. Dr. Adunka's next steps in Europe are to 1) continue German TRIZ practitioner day and student awards in 2020 and 2021; 2) continue TRIZ Expert days; 3) continue quarterly Skype calls with European regional groups; and 4) start a German TRIZ Conference.

9.2 Christoph Dobrusskin, Vice President for Secondary Education

As Mr. Dobrusskin could not attend, his report was presented by Dr. Adunka.

Mr. Dobrusskin's report covered the activities he carried out with regard to TRIZ in Secondary Education: 1) teaching TRIZ to schoolchildren in and around Eindhoven, Netherlands; 2) supporting WIPO in creating educational materials for schoolchildren to foster creativity and problem-solving; 3) holding regular telephone meetings with interested parties; 4) publishing a book entitled "Creativiteit, Probleemoplossend denken met de TRIZ-methode" (in Dutch); and 5) organizing the (European) Remote TRIZ workshop 2019.

He thanked the Congress for the trust and support they have placed in him these past years.

9.3 Oliver Mayer, Industry Liaison

Dr. Mayer reported on his "side topic", the conference papers, which he said he collected for TRIZfest-2019, while Mr. Souchkov and Dr. Barkan generated the conference program.

As for industry, Dr. Mayer said he is focusing on how to better bring TRIZ into industry and small and mid-size companies. After working at General Electric for 15 years, he said that he knows how to work with large companies, how to approach them about TRIZ methodology: they work top-down, so you need to approach top management, who then form a plan and implement it. Dr. Mayer is now working for a company partly supported by the Bavarian Ministry of Commerce, and is tasked with aiding the development of small and mid-size companies, which generally have only a CEO. This CEO, often the founder, does not want or does not have time for new ideas such as TRIZ. To interest these companies in TRIZ requires a different approach than for large companies. Dr. Mayer said he is still working on this and hopes he can one day share his experiences in a paper.

9.4 Yongwei Sun, Vice President for China, Asia and Oceania

Dr. Sun reported that MATRIZ regional organizations have grown: there are now 13 members in China, four of which are new. In addition, three regional Deputy VPs were nominated for Malaysia, Singapore and Thailand, and several China regional representatives are active now.

Dr. Sun said that MATRIZ regulation trainings were held for Levels 1 and 4, and that five people are now licensed Level 1 CEM Representatives, with more people applying.

Dr. Sun's bar charts showed that from 2009 to the present, the number of MATRIZ certified Level 1 and Level 2 experts has rapidly increased to approximately 1800 and 850, respectively, and the number of Level 3 experts is now 199, while there are 2 at Level 4 and 1 at Level 5.

MATRIZ events included two conferences in China (2017 in Shenzhen and 2018 in Hong Kong), and International TRIZ Day – with activities and celebrations organized in 17 provinces and involving more than 1000 people.

Dr. Sun reported that he and his team are continuing cooperation with the China Patent Office (SIPO).

Dr. Sun announced some new publications in Chinese: 1) a book on Level 1 TRIZ has been published; 2) a book on Level 2 is almost ready for publication; and 3) a free, new application for smart phones has been designed. In addition, the regional organization continues to put out the TRIZ Review magazine.

Dr. Sun listed several goals for China: 1) to continue to grow TRIZ in Asia and Oceania, especially in China; 2) to shape and build MATRIZ Training Centers; 3) to publish L2 and L3 books in accordance with MATRIZ guidelines; 4) to increase the number of MATRIZ-accredited experts; 5) to increase the number of Level 4 experts; 6) to develop TRIZ software; 7) to hold annual MATRIZ China/Asia conferences.

In conclusion, Dr. Sun said he hoped MATRIZ would make their rules transparent, and make the roles and responsibilities more clear.

9.5 Simon Litvin, Chairman of TMCC and Chairman of TRDC

Dr. Litvin began his report by saying that, although he was not a member of the Presidium for the past two years, he was nevertheless assigned the Chairmanship of TMCC. He reported that TMCC had reviewed 8 applications for TRIZ Master Certification, of which 2 were rejected by the pre-defense committee, 2 were postponed by the candidates themselves and 4 were accepted to the defense proceedings. Of the 4 defenses, 2 passed (Dr. Yongwei Sun and Mr. Jae Yeon Kim, in 2018) and 2 failed (2018, 2019). Dr. Litvin reminded Congress members that the committee's work is quite time-consuming and thanked the Academic Secretary, Dr. Oleg Feygensov, for his work on this.

At present, Dr. Litvin has already received 3 applications for next year.

As for research and development, Dr. Litvin stated that no work was done on R&D during this period, but he promised to present a plan to the new Presidium for consideration.

Dr. Litvin concluded his talk by proposing that, because some people have as many as 6 to 10 proxies, Congress should consider limiting the number of proxies given to any one representative to just one proxy.

Dr. Barkan objected, saying that this requires a change in the by-laws, and only the Presidium can present a proposal to the Congress to change the by-laws.

9.6 Sergei Ikovenko, Chairman of Council on Expertise and Methodology

Dr. Ikovenko said that he had spoken at length about CEM at the TRIZfest the previous day, so now he would be brief. He reported that he is continuing work on 1) materials for making public the requirements

for Certification; and 2) improving information coming from CEM – by actively informing certified trainers. He also stated that the number of certified trainers is growing, but that this represents a challenge to maintaining quality trainings.

9.7 Oleg Feygenson, Vice President for Information

Dr. Feygenson reported that he has been working on increasing the awareness of MATRIZ activities. He also recounted his work on a History of TRIZ, noting that every TRIZ Master has his own, personal understanding of it, making it virtually impossible to write a history that would satisfy everyone. For this reason the work remains unfinished.

Dr. Feygenson spoke about his work with the Moscow TRIZ Club, where he and Dmitriy Bakhturin organized a number of international online meetings; his posts on LinkedIn that have attracted a lot of attention; and the networking he and Dr. Litvin conducted in India.

9.8 Sergey Yatsunenko, Academia Liaison

Dr. Yatsunenko announced the publication of a third-edition book on TRIZ – Level 1 in Polish, and that Level 2 should be completed by the end of 2019. Level 3 is scheduled for next year.

Dr. Yatsunenko also described a university workshop that he authored and conducted at a polytechnic school and a university. He mentioned that these institutions received a grant that includes TRIZ education.

9.9 Anatoly Guin, Vice President for Scientific Development of TRIZ-Pedagogy

As Mr. Guin could not be present, his report was presented by Dr. Barkan.

Over the past two years Mr. Gin has carried out TRIZ seminars for teachers. He would like to make the materials for the seminars available in English, but lacks a private investor. He also needs the Presidium’s support for continuous improvement of the portal for the development of the creative and critical thinking skills.

10. EXECUTIVE DIRECTOR’S REPORT

Mark Barkan, Executive Director

Dr. Barkan opened his remarks by commenting on discussion surrounding the number of proxies that can be entrusted to a single member of the Congress. He reminded the Congress that in order for a motion to pass, over one half of the active members must vote, but less than that number are usually present at the Congress. Therefore, proxies are necessary.

Dr. Barkan reported on revenue growth from 2007 to 2019. He said that revenues for the period of 2017 - 2019 went down more than expected and that MATRIZ Presidium needs to take a look for the ways to increase revenue sources.

2007 – 2009 – \$ 35,795
2009 – 2011 – \$ 84,197
2011 – 2013 – \$ 167,852
2013 – 2015 – \$ 263,010
2015 – 2017 – \$ 255,563
2017 – 2019 – \$ 171,100

Dr. Barkan stated that the number of certificates went up during the period of 2017-2019 and we now have over 27,000 certified people in 50 countries. The **total** number of TRIZ specialist certificates as of August 31, 2019, is:

- Level 1 – 19,380
- Level 2 – 7,273
- Level 3 – 1,699
- Level 4 – 128
- Level 5 – 108

11. AUDITING COMMITTEE

Elena Gredynarova, Chairwoman, Auditing Committee
(Dr. Ikovenko translated.)

Dr. Gredynarova stated that during the period 2017-2019 she was once again Chairwoman of the Auditing Committee because the Presidium did not appoint a new Auditing Committee, as stipulated in the by-laws.

Dr. Gredynarova presented the Auditing Committee’s financial report for the period from September 1, 2017, to August 31, 2019. The current balance is **\$109, 488.87 (USD)**. Total revenues amounted to **\$294,037(USD)**, which includes \$122,937(USD) carried over from the previous period,

Dr. Gredynarova stated that overall revenues decreased 33%, compared to the 2015-2017 period.

Dr. Gredynarova commented on the current sources of revenues for this past period.

- 1) Membership dues stayed practically the same: 7 member organizations stopped paying, but 5 new members were added.
- 2) Certification fees remain the main source of income.
- 3) Accreditation fees should be increased. It is necessary to think about quantity as well as quality.

As for expenses, Dr. Gredynarova showed that the largest sum, \$81,600 (USD), was for salaries, but noted that salaries have not increased since 2015. She also showed that \$38,420 (USD) was spent on sponsorships. The remaining expenses were related to various administrative costs.

Members of the Congress approved the Auditing Committee’s report by unanimous vote.

12. ELECTION OF THE MATRIZ PRESIDUM

Ballots listing 11 candidates were distributed to the voting members of the Congress. Dr. Barkan reminded the members that they could only choose 9 candidates. Members of the Returning Board collected the 29 ballots and tallied them. All 29 ballots were valid. Results are as follows:

Name	Country	Vote
Dr. Robert Adunka, TRIZ Master	Germany	20
Dr. Oleg Feygenson, TRIZ Master	South Korea/Russia	25
Dr. Sergei Ikovenko, TRIZ Master	USA	25
Dr. Oliver Mayer, TRIZ Master	Germany	20
Dr. Yongwei Sun, TRIZ Master	China	10

Dr. Sergey Yatsunenکو, Level 4	Poland	20
Mrs. Barbara Gronauer, Level 4	Germany	15
Mr. Valeri Souchkov, TRIZ Master	Netherlands	23
Mr. Hyunsoo Ahn, Level 4	South Korea	22
Dr. Aleksey Fomenko, Level 4	Russia	20
Dr. Oleg Abramov, TRIZ Master (write-in)	Russia	17

Therefore, the following 9 candidates were elected to the new International TRIZ Association Presidium.

- Robert Adunka
- Oleg Feygenson
- Sergei Ikovenko
- Oliver Mayer
- Sergey Yatsunenکو
- Valeri Souchkov
- Huynsoo Ahn
- Aleksey Fomenko
- Oleg Abramov

Congress members approved the election results by unanimous vote.

13. PRESIDIUم ANNOUNCEMENT TO THE CONGRESS

Dr. Barkan announced the new Presidium’s election of Dr. Oleg Feygenson as its President.

The members of the Congress approved Oleg Feygenson as Presidium President by unanimous vote.

14. CLOSING OF THE CONGRESS

Dr. Barkan closed the Congress.

The meeting was adjourned at 5:00p.m.

October 19, 2019

Chairman

Date of approval

October 19, 2019

Secretary

Date of approval