



Report on
MATRIZ 20th International
Conference “TRIZfest-2025”



*Connecting Minds,
Methods, and Machines
to Co-Create Innovations for Global Challenges*

Conference Overview

The anniversary, 20th International Conference “TRIZfest-2025”, was held in the Yogyakarta city, Republic of Indonesia between 12 – 14 November 2025.

The event was co-organized by:

- the International TRIZ Association (MATRIZ),
- Indonesia TRIZ Association (InTRIZ),
- Universitas Islam Indonesia (UII),
- Malaysia TRIZ Association (MyTRIZ).
- Passage to Asean (P2A)

The Conference was held in the rooms of Universitas Islam Indonesia - the first private university in Indonesia, established back in 1945 and located in the northern part of the

Yogyakarta city. TRIZfest-2025 participants were welcomed at UII by his excellency Prof. Fathul Wahid, S.T., M.Sc., Ph.D., Rector of UII.

Thanks to the Universitas Islam Indonesia this year's TRIZfest was integrated into UII's Growth Festival, which created a vibrant environment for students, professionals, and entrepreneurs to meet, collaborate, and showcase innovative projects.

UII room which hosted the conference were well-equipped and adequately prepared for a large number of participants. The UII campus situated at the foot of the Merapi volcano provided an ideal setting for the event. Daily bus transportation between the hotels and the conference venue was efficiently organized, ensuring convenient access for attendees.

The course of the conference was following our tradition and included speeches, presentations, tutorials and panels conducted punctually and seamlessly. Afternoon and evening activities, including the social dinner, were equally well-organized, fostering networking and collaboration among participants.

Despite this being the first time Indonesia hosted the global TRIZ gathering it was undoubtedly one of the best-organized events in the history of the conference.

Participants

This year, the conference attracted more than one hundred and fifty TRIZ practitioners, experts, researchers, and innovators from around the world, who registered for either in-person or online participation. The vast majority of registrants took an active part in TRIZfest-2025, making it one of the most well-attended events in the history of the conference. We were honored to welcome participants from a diverse range of countries, including Malaysia, China, Indonesia, India, Russia, Australia, Iran, Taiwan, Ukraine, Poland, and the United States.

We are also extremely proud that many representatives from the business sector chose to join us. We had the pleasure of hearing from experts from Infineon Technologies, IME Solutions Sdn. Bhd., Altera, KONEXT ASIA, and Synergy Engineering. In addition, we were delighted to host presentations by the student finalists of P2A Hackathon and to welcome a group of school teachers from Yogyakarta to one of our workshops dedicated to the practical application of TRIZ in education.

Day-by-day summary

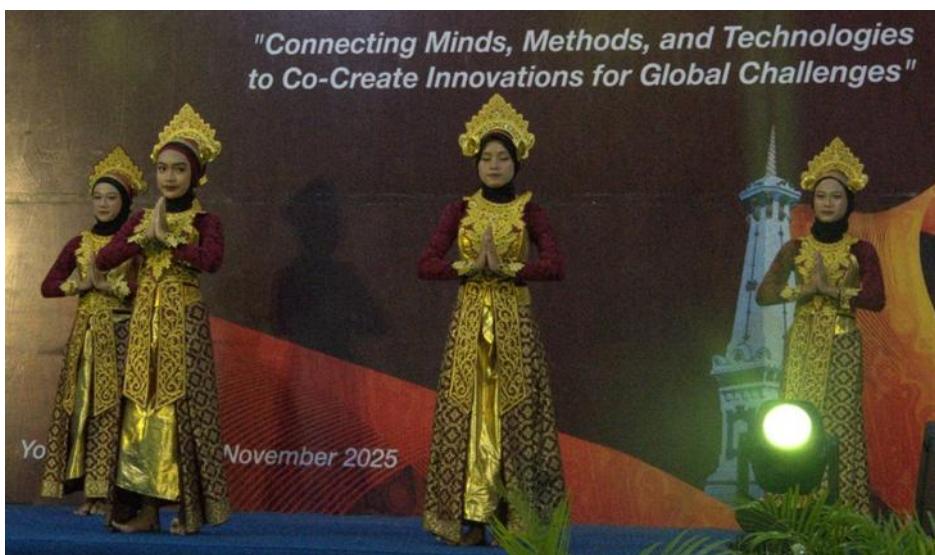
Day 1

The first day of TRIZfest-2025 began at 9:00 AM with a dignified opening ceremony. The program commenced with an Al Qur'an recitation, followed by the National Anthem of Indonesia, setting a respectful tone for the event. Participants were then welcomed by Prof. Fathul Wahid, Rector of Universitas Islam Indonesia, whose opening remarks emphasized the importance of innovation, education, and international collaboration.



The ceremony continued with a series of partner and keynote speeches delivered by Sergey Yatsunenko, President of MATRIZ, Dr. Hang Nguyen Tue Le, the Secretary General of Passage to ASEAN (P2A), and Dr. M. Fauzan Adziman, S.T., M.Eng, the Director General of Research and Development, Ministry of Higher Education, Science, and Technology, Republic of Indonesia. During the opening segment,

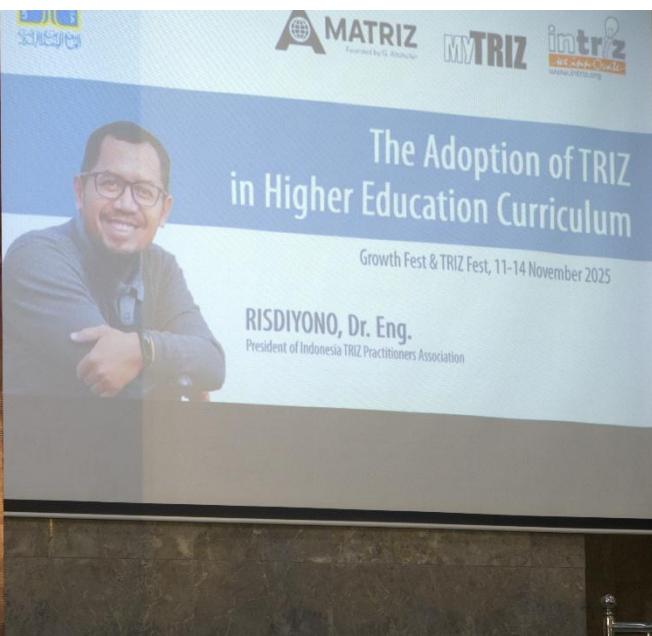
attendees also had the pleasure of enjoying a traditional Indonesian dance performance, adding a cultural dimension to the ceremony and warmly welcoming international guests.



The morning then proceeded with an awarding ceremony recognizing Innovation Grants as well as achievements of incubation and acceleration startups which was an inspiring showcase of emerging talent and entrepreneurial progress. This was followed by Talk Show Session, titled “Policies, Challenges & Methodology for Innovation.” The session featured EngHoo Tan from MyTRIZ, MATRIZ President Sergey Yatsunenko, and Dr. Arif Wismadi from UII. Their discussion proved highly engaging, prompting numerous questions and active participation from the audience.



After the lunch break, the program continued with another thematic discussion focused on TRIZ Implementation in Higher Education Curricula. Speakers from several universities: UII (Dr. Risdiyono), UMM (Dr. M. Fauzan Adziman), and USK (Prof. Yuwaldi Away), shared their experiences, best practices, and challenges in incorporating TRIZ into academic programs across Indonesia.



One of the major milestones of the day was the official launch of the Indonesia TRIZ Practitioners Association (INTRIZ). During the ceremony, MATRIZ also presented

Certificates of Gratitude to sixteen individuals for their contributions to the advancement of TRIZ and the development of local TRIZ communities.



The afternoon continued with a presentation of a TRIZ success story from China by Alp Lin from Beijing Iwintall Technology Co., Ltd., who showcased numerous real-world examples of TRIZ implementation across various industries. Next, participants attended a lecture titled “Introduction to TRIZ” delivered by Professor Sergei Ikovenko, marking the beginning of the core educational component of the conference.



The first day concluded with the P2A Hackathon Finalist Presentation, featuring innovative student projects such as Robot VIE AGV OMNI, The Magic Hand, and EcoVerse. The session included an accompanying awards ceremony, providing an inspiring and energetic close to the day's program.

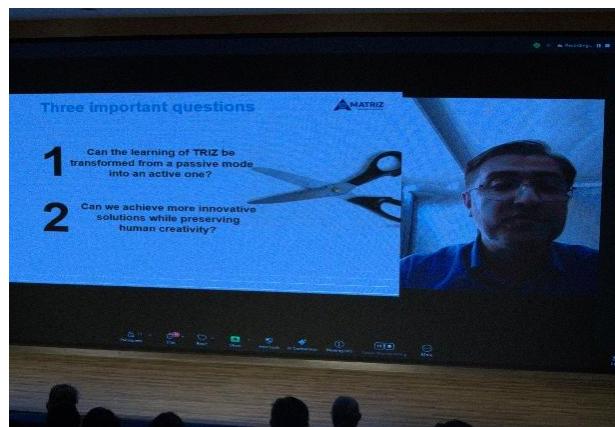


Day 2

The second day began with the TRIZ Tutorial Session “Design for Patentability,” delivered by Professor Sergei Ikovenko. His lecture provided participants with practical guidance on strengthening inventive concepts, structuring patentable solutions, and circumventing existing patents. Prof. Ikovenko presented several basic DFP tools (originating from the TRIZ methodology) and demonstrated how they can be used to enhance intellectual property strategies.



Following the tutorial, the conference moved into the academic program with the Paper Presentation Sessions, during which a total of twelve papers were presented (six per session). The topics covered a wide range of TRIZ applications: from engineering and product design case studies, through the development of new TRIZ tools and approaches, to the implementation of TRIZ in non-technical systems. Many of the presentations





sparked lively discussions, with several presenters receiving numerous questions from the audience. The full list of presented papers is included at the end of this report.

In the afternoon, attention shifted to industry perspectives during TRIZ Panel Discussion titled “Innovations and Development of South-East Asia Countries Based on TRIZ and Other Creative Methods.” The panel gathered distinguished experts representing both global corporations and regional innovation leaders:

- **TC Long**, Senior Director – Automotive Smart Power Product and Test Engineering, Infineon Technologies
- **Jeff Lim**, Vice President of Enterprise Solutions, IME Solutions Sdn. Bhd.
- **Michael Ooi Chin Seang**, Hardware Design Engineer, Altera
- **Rames Gopal**, Director & Managing Consultant, KONEXT ASIA
- **Kevin Shanta**, Principal Flow Assurance Engineer / Director, Synergy Engineering
- **Arif Wismadi**, Professor and Researcher, Universitas Islam Indonesia and Universitas Gadjah Mada

The session was moderated by **Dr. Risdiyono**, President of the Indonesia TRIZ Association (InTRIZ).

The discussion was exceptionally fruitful, exploring not only the innovation landscape of Southeast Asia but also extending to comparisons with developments in the United States and Europe. Panelists shared insights into industry challenges, the adoption of TRIZ within corporate environments, and the role of systematic innovation in advancing national competitiveness.



The day concluded with the second TRIZ Tutorial Session titled “Technology Roadmaps Supported by TRIZ & DFP” presented by Sergey Yatsunenko. This session provided a comprehensive overview of how TRIZ and Design for Patentability methodologies can effectively guide long-term technology development and strategic planning.

Day 3

The third day of TRIZfest-2025 opened with the continuation of the educational program and a strong focus on both practical applications of TRIZ and its future integration into business and education. The morning began with TRIZ Tutorial Session titled “*TRIZ in Business*” and delivered by Dr. Alexey Fomenko. Through an engaging case study, Dr. Fomenko demonstrated how classical TRIZ tools can, with thoughtful adaptation, be successfully applied to forecasting industry developments and shaping strategic portfolios. His session highlighted how systematic innovation supports long-term business positioning and helps organizations proactively prepare for emerging market transformations.

The tutorial was followed by Paper Presentation Sessions, during which twelve more papers were presented. These sessions continued the academic momentum of the previous day, offering participants a broad selection of research topics, methodological developments, and applied case studies. The diversity of contributions once again underscored the global relevance of TRIZ across disciplines and sectors. As before, the full list of papers is provided at the end of this report.



In the afternoon, participants gathered for another TRIZ Tutorial Session. This time it was titled *"TRIZ Pedagogy – A Ticket to the Future,"* and it was led by Ivan Evtigneev, Natalia Poliakova, Ilacai Romero Reyes, and Anton Shokin. This session quickly became one of the most memorable highlights of the entire conference. A group of school teachers from Yogyakarta attended the tutorial. Many of them were encountering TRIZ for the very first time. With an animated blend of English, Russian, and Indonesian, the room was filled with genuine curiosity, enthusiasm, and frequent bursts of laughter. The atmosphere was both warm and inspiring, reminding participants of the transformative potential of TRIZ when introduced early in education. Even the most seasoned experts were impressed; as Professor Sergei Ikovenko remarked: *"A fantastic session for school and kindergarten teachers! I was captivated myself. My two PhD degrees melted as if they had never been."* We truly hope that our guests left motivated to bring TRIZ thinking into their classrooms and to foster creative, systematic problem-solving among the next generation of students.





The official program concluded with the Closing Sessions, after which participants gathered for an evening Social Dinner. The event provided a relaxed setting for networking and reflection, as well as an opportunity to acknowledge exceptional contributions to the TRIZ community. During the dinner, certificates of gratitude and appreciation were awarded to individuals whose work has significantly advanced TRIZ development and outreach.

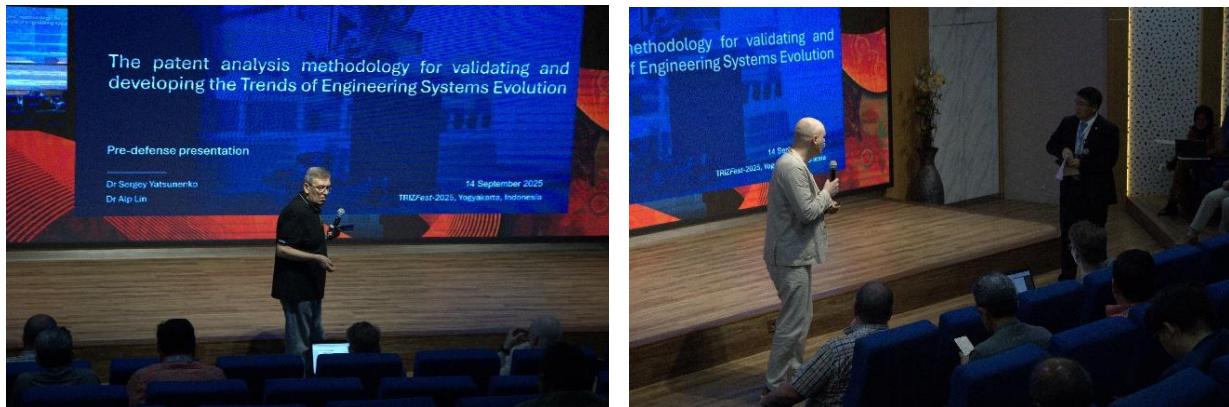


A particularly meaningful moment of the evening was the awarding of two TRIZ Champion titles to distinguished contributors from Indonesia: Dr. Arif Wismadi and Dr. Risdiyono.

Their dedication, leadership, and continuous efforts have played a crucial role in promoting TRIZ education both within Indonesia and internationally. The TRIZ Champion title is one of the highest recognitions in the community, reserved for individuals who have made outstanding contributions through teaching, publishing, speaking, and long-term commitment to the growth of TRIZ worldwide. Their achievements added an inspiring and celebratory note to the close of TRIZfest-2025.

Day 4

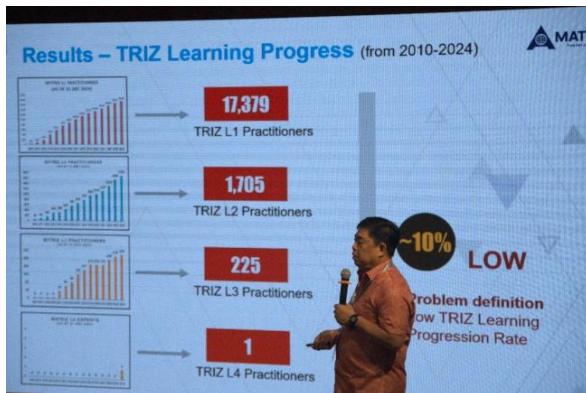
The final day of TRIZfest-2025 was dedicated to high-level academic discussions, institutional reflections, and the formal closing of the conference. It began with a landmark event in the global TRIZ community: the public pre-defense of a MATRIZ Level 5 thesis titled “The Patent Analysis Methodology for Validating and Developing the Trends of Engineering Systems Evolution.” The dissertation, prepared jointly by Dr. Sergey Yatsunenko and Dr. Alp Lin, addresses one of the most fundamental methodological gaps in TRIZ.



The dissertation was already presented in Malaysia during TRIZfest-2024 as a broad, exploratory overview of the methodology and research results. That session was not an official pre-defense, but rather an opportunity to share the evolving work and collect valuable feedback. Since then, the authors have refined the methodology, incorporated suggestions, and submitted a formal application for the Level 5 qualification. The updated dissertation, along with newly published results, was presented publicly in this session, allowing participants to observe the academic progress and understand how the research direction has matured and why certain changes were made.

The full thesis is available on the MATRIZ website for those wishing to explore the work in greater depth.

The program continued with last two Paper Presentation Sessions, during which eight papers were delivered.



Later in the day, the conference shifted its focus to the organizational landscape with the Annual Report on MATRIZ Activities. The report was jointly presented by MATRIZ Executive Director, Błażej Czajkowski, and MATRIZ Scientific Secretary, Magdalena Krupińska, who outlined the organization's progress and key achievements over the past year. Their presentation covered a broad spectrum of activities, including:

- **Legal and administrative developments**, such as the structure and responsibilities within the MATRIZ Team, updates on regulations, and the operational model of MATRIZ as an association of organizations.
- **Certification activities**, detailing certification numbers by country, level, and year, as well as the implementation of two newly approved certification frameworks.
- **Publications**, including new free e-books (TRIZ Review, vol. 3; and TRIZfest-2024 Proceedings), ongoing contributions to the MATRIZ Blog, developments within MATRIZ Academia, and the release of the Level 4 application template.
- **Online presence**, highlighting the strong expansion of MATRIZ's communication channels on LinkedIn (<https://www.linkedin.com/company/matriz-international-triz-association/?viewAsMember=true>), improvements to the MATRIZ website (<https://matriz.org/>), and TRIZ knowledge base (<https://wiki.matriz.org/knowledge-base/triz/>).
- **Plans versus implementation**, summarizing the goals established for 2024 and assessing how they were achieved throughout the year.

The day concluded with the Closing Sessions, marking the official end of TRIZfest-2025. Participants left with a sense of accomplishment, strengthened professional connections, and renewed motivation to continue advancing TRIZ in their respective fields and regions.

It is worth mentioning that during TRIZfest-2025 two new member organizations joined MATRIZ community:

- **TRIZ Center of the National Technology Innovation Center for Wind Power**
- **China Creative Studies Institute**

Both institutions are based in China which is a clear testament to the strong and growing influence of TRIZ methodology in this country. As MATRIZ, we warmly welcome our new member organizations and look forward to their active participation, insights, and contributions to the global TRIZ community. Moreover, the conference celebrated the successful completion of two additional academic milestones: two candidates from India passed their MATRIZ Level 4 defences. Congratulations to Ishant Jain for his project *“Development of a TRIZ-Based Auto-Tensioning Device (ATD) for Railway Overhead Systems (OHS)”* and to Srinivas Peddi for his project *“Advancements in Ceiling Suspension System in Diagnostic Radiology”*.

Conclusions

The 20th anniversary edition of TRIZfest demonstrated how far our community has come and how much potential still lies ahead. Over four days, TRIZfest-2025 showed the power of combining rigorous methodology with creativity, education with industry practice, and local enthusiasm with global collaboration. New member organizations, advanced certifications, groundbreaking research, and the introduction of TRIZ to new audiences all signal a strong and accelerating evolution of the methodology. When we closed this conference, we did so with renewed confidence that TRIZ will play an even greater role in shaping the future of innovation worldwide. With gratitude to our hosts and participants, we look forward to the discoveries, partnerships, and achievements that the coming year will bring.

List of Paper Presentations

- TRIZ-based Approach to Enhance Alumni Relations in a Malaysia Public University, presented by Anisah Marais (substituted by Prof. Narayanan N. Kulathuramaiyer) from Malaysia
- Method of Integrating TRIZ and Artificial Intelligence to the Root Cause Analysis Process, presented by Tony Tanoyo from Australia
- TRIZ-pedagogy is a success accelerator, presented by Natalia Polyakova from Russia
- Using DARIZ Algorithm to Solve Organizational Problems in Team Format, presented by Ivan Evtigneev from Russia
- Revisiting TRIZ Separation Principles: A Philosophical Grounding and Systematic Expansion of Tools Inspired by Conditions of Contradiction, presented by Peiman Porbaha from Iran
- An AI-Powered Socratic Framework for TRIZ Education and Innovation: An Exploratory Study, presented by Peiman Porbaha from Iran
- Safety Board for Towing Operations Between Riders, presented by Imaduddin Bin Abidin from Malaysia
- Ergonomic Backpack Design to Avoid Slip Disc Among Motorcyclists, presented by Hazami Che Hussin from Malaysia
- Airbag System for Motorcyclist Pants, presented by Imaduddin Bin Abidin from Malaysia
- TRIZ-Based Design Optimization of a Ducted Fan Wall-Climbing Robot for Inspection of Vertical Surfaces, presented by Qiao Jie Chong, Jeremy Yi Jie Yong, and Yan Sheng Kang from Malaysia
- Elimination of Incomplete Seal in Tape & Reel System Using ARIZ, presented by Teong San Yeoh from Malaysia
- TRIZ in Airport Activities (Russian Airports), presented by Alesya Khristenko from Russia
- Adaptive TRIZ Pedagogy Language for Young Adults, presented by Michael Ooi from Malaysia
- Systematic TRIZ Methodology Application for Resolving Intermittent Failures in Wireless Headphone Technology, presented by Nagappan Annamalai from Malaysia
- Improving YAMAHA Outboard Motor Maintenance Efficiency Using TRIZ Method, presented by Mohd Aman bin Armawai from Malaysia
- From Problem to Solution: TRIZ Methodology in Developing Natural Alternatives for Hyperhidrosis Management, presented by Chee Tsuen Ferng from Malaysia

- TRIZ-Driven Improvements for a Multi-Angled Surface, EDF-Powered Cleaning Robot, presented by Jing Sheng Koh and Abel Ze Quan Ding from Malaysia
- Unlocking Test Time Efficiency: A TRIZ-Driven Methodology for ATE Test Execution Optimization, presented by Shen Lim Te from Malaysia
- System-Functional Approach to the Application and Teaching of Substance-Field Analysis and the System of Standard Inventive Solutions, presented by Anton Shokin from Russia
- Utilizing Generative Artificial Intelligence as a Personal Tutor for TRIZ Learning, presented by Issac Lim Sing Sheng from Malaysia
- Analyzing the Evolution of Artificial Systems With TRIZ-Based Knowledge Graphs, presented by Alena Zhivotova from Russia
- Potential Synergy Between TRIZ and AI Development and Implementation, presented by Nooh Abu Bakar from Malaysia
- TRIZ Unlocks Creative Solutions for Environmental Sustainability: A Guideline for Systematic Eco-Innovation, presented by Nooh Abu Bakar from Malaysia
- Identifying and Addressing the Factors Influencing the TRIZ Learning Progression Rate: Insights from Malaysia's Experience, presented by Eng Hoo Tan from Malaysia
- TRIZ for Software System Analysis, presented by Wang Jou-Li from Taiwan Province, China
- A Ripple of Success: How We Produced Hundreds of Certified TRIZ Level 1 Practitioners, presented by Izadora Mustaffa from Malaysia
- A Contradiction-Oriented Analysis of the Metaverse: A TRIZ-Based Three-Dimensional Contradiction Analysis, presented by Man Li from Malaysia
- Games for Developing Functional Thinking Created by Children, presented by Natalia Polyakova and Ivan Evstigneev from Russia

Prepared by:

Błażej Czajkowski

Executive Director

The International TRIZ Association (MATRIZ)

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