

# TRIZfest-2016 Program

27-Jul Pre-conference tutorials

## JULY 28

### 8:00-9:00 Registration

9:00-9:40 **Welcome to TRIZfest-2016 - opening ceremonies**

9:40-10:40 **Plenary session - Altshuller's 90th birthday jubilee**

### 10:40-11:00 Refreshment Break

11:00-11:40 **Keynote: TRIZ deployment in NICE (National Institute of Clean and Low-carbon Energy)**

*Dr. Li Wenhua, Director of R&D Management & Technology Marketing Center.*

National Institute of Clean-and-Low-Carbon Energy, China

**Session: Research, Methodology, Development. Chair: Simon Litvin**

11:40-12:00 **TRIZ and Value Engineering: Deeper integration As innovation Enhancer**

*Tiziana Bertonecell, Nalini Nanrudaiyan, Paola Mainardi, Michelle Simpson, Martha Gardner, Oliver Mayer*

GE Global Research, Germany; GE Global Research, India; GE Oil&Gas Nuovo Pignone, Italy; GE Power, USA; GE Global Research, USA

12:00-12:20 **Product-Oriented MPV Analysis To Identify Voice of The Product**

*Oleg Y. Abramov*

Algorithm Ltd., Russia

12:20-12:40 **Combining Hidden Customer Need Tools, Facilitation Skills and TRIZ To Generate Product Concept**

*Arthur Lok*

China institute and innovation, China

12:40-13:00 **A Knowledge Inspired Trimming Method Based On TRIZ**

*Yu Fei, Tan Runhua, Zhang Erjia, Shi Weigang*

Hebei University of Technology, China;

National Engineering Research Center and Technological innovation Method and Tool, China

### 13:00-14:00 Lunch

**Session: Cases. Chair: Yongwei Sun**

14:00-14:20 **Solving The Toner Adhesion Problem To Cyclone in Toner Manufacturing Plant**

*Sung-Wook Kang, Jung-Hyeon Kim*

VIP (Value innovation Program) Center, Samsung Electronics, South Korea

14:20-14:40 **Application of Flow Analysis To Study Losses in Power Transmission & Distribution**

*G Nagashiresha, Vinodh Mewani*

Patents and Analytics Center of Excellence, GE Global Research, India

14:40-15:00 **Design of Hanging Chair Based On TRIZ**

*Jiang Fan, Chen Wenxin, Zheng Zhijun, Wang Yijun*

Guangzhou University, China

15:00-15:20 **Synchronous Reluctance Machine Analysis and Electric Machine Forecasting Using TRIZ**

*Tiziana Bertonecell, Francesco Papini, Oliver Mayer*

GE Global Research, Germany

15:20-15:40 **Innovation Design of Folding Bicycle Based On TRIZ Theory**

*Qiong Wu, Xinjun Zhao*

School of Mechanical Engineering and Automation, Northeastern University, China

15:40-16:00 **Application of TRIZ in Advanced Manufacturing System**

*Sun Xiaofeng, Zhao Xinjun, Zhong Ying*

School of Mechanical Engineering and Automation, Northeastern University, China

### 16:00-16:20 Refreshment Break

**Session: Best practices, Experiences, Integration. Chair: Valeriy Prushinsky**

16:20-16:40 **TRIZ-Oriented Application of Innovative Methods and Construction of Collaborative Innovation System**

*Liang Xuemei, Yan Min, Yang Jie*

Guangdong Productivity Center, China;

Guangdong University of Technology, China

16:40-17:00 **TRIZ Integration and Project Managers – Discovering Further TRIZ Benefits**

*Näther S., Thurnes C.M.*

Continental Automotive GmbH, Germany;

HS Kaiserslautern – OPINNOMETH, Germany

- 17:00-17:20 **The Integration of TRIZ and SCAMPER and a More Comprehensive innovative Approach**  
*Youn-Jan Lin, Wan-Lin Hsieh, Tung-Yueh Pai*  
 Department of Management, Ming-Hsin University of Science and Technology, Taiwan;  
 Department of industrial Engineering and Enterprise information, Tung-Hai University, Taiwan
- 17:20-17:40 **Study of integration Process Model Between Design-Centric Complexity Theory and TRIZ**  
*Dong Ya-fan, Zhang Peng, Xi Dao Xi Dao-zheng, Yan Jun-jie, Tan Run-hua*  
 Hebei University technology, China
- 17:40-18:00 **Organization innovation Employing TRIZ Under Quality innovation Management System Framework**  
*Lotto, Kim Hung LAI*  
 Hong Kong Science and Technology Parks Corporation, Hong Kong
- 18:00-18:20 **Accelerated Project Execution**  
*Stéphane Savelli*  
 MP Solving, Belgium
- 18:20-18:40 **S-Curve Analysis On Mass Production Time Using TRIZ**  
*Sang-Jong Kim*  
 Samsung Electronics, South Korea

19:30-21:00 **Social event: Cocktail party**

## JULY 29

**Session: Developing TRIZ Competence. Chair: Oleg Feyngenson**

- 8:00-8:20 **Deep Understanding and Applying Flow Analysis, Simplified Detective Flow Classification Models**  
*Jun Li, Mike Min Zhao*  
 Shenzhen Designo industrial Design Co. Ltd, China;  
 TRIZ Research Council of China Association of inventions, China
- 8:20-8:40 **TRIZ Maturity Evaluation in Companies**  
*Sun Yongwei*  
 National institute of clean and low-Carbon Energy, Shenhua Group, China
- 8:40-9:00 **Learning TRIZ and USIT By Tackling Real-World Problems - A Case Study**  
*Mallinson, W. S.*  
 Pretoria, South Africa
- 9:00-9:20 **Learning TRIZ Through Lithography-Electronics Co-Evolution**  
*Leping Zheng*  
 Shanghai Micro Electronics Equipment CO. LTD.(SMEE), China
- 9:20-9:40 **Master Students Learning TRIZ At The University: Past Experiences, Future Plans, and Best Practices**  
*Lars Hellberg, Johan Scheers*  
 Department of Physics, Chalmers University of Technology, Sweden
- 9:40-10:00 **Types of Psychological Inertia**  
*Simon S. Litvin*  
 GEN3 Partners, USA

10:00-10:20 **Refreshment Break**

**Session: Research, Methodology, Development. Chair: Len Kaplan**

- 10:20-10:40 **Trends of Increasing Localization**  
*G Nagashiresha, Vinodh Mewani*  
 Patents and Analytics Center of Excellence, GE Global Research, India
- 10:40-11:00 **Application of TRIZ On The Evolution and Development of Systems Engineering Process Models**  
*Hyman Duan, Alp Lin*  
 PERA Corporation Ltd., China  
 IWINT Ltd., China
- 11:00-11:20 **Conjugate Evolution - Two New Evolutionary Trends**  
*Mike Min Zhao*  
 TRIZ Research Council of China Association of inventions, China
- 11:20-11:40 **Trend of increased Addressing of Human Senses**  
*Oliver Mayer*  
 Muenchen, Germany
- 11:40-12:00 **Appcessories As Novel Type of The Hybrid Devices: Description and TRIZ Recommendations and Development**  
*Valeriy Prushinskiy*  
 Natural innovations LLC, USA

12:00-13:00 **Industrial Panel - TRIZ-best practices**

<b>13:00-14:00</b>	<b>Lunch</b>
14:00-14:40	<b>Keynote: "Creative Problem Solving and TRIZ in Engineering Design Process"</b> <i>Dr. Edward Lumsdaine</i> Professor of Mechanical Engineering, Michigan Technological University, MI, USA
	<b>Session: Research, Methodology, Development. Chair: Oliver Mayer</b>
14:40-15:00	<b>Definition of System innovation Degree and Its Measuring Method</b> <i>Michael Yongmou Liu, Bill Yuanbo Liu</i> Global Engineering Technology (HK) Co., Ltd., China; Schools of Business, Purdue University Calumet, USA
15:00-15:20	<b>Operation Principle Definition Through Patent Practices</b> <i>Sergei Ikovenko</i> Massachusetts institute of Technology/MATRIZ, USA
15:20-15:40	<b>Coupled Functions Formulation</b> <i>Yury Lebedev, Sergei Logvinov</i> Converging Technologies Ltd, St.Petersburg, Russian Federation; R&BD Partners, South Korea
15:40-16:00	<b>Genrich Altshuller and Peter Drucker: Alternative Approaches To Solve Problems. Comparative Analysis</b> <i>Oleg Feygenson, Naum Feygenson</i> Samsung Electronics, South Korea; Healbe Corporation, Russia
<b>16:00-16:20</b>	<b>Refresment Break</b>
	<b>Session: Developing TRIZ Competence. Chair: Oleg Abramov</b>
16:20-16:40	<b>The Impact of Different TRIZ Tools On The Creative Output of Students</b> <i>Issac Lim Sing Sheng, Khoo Boon How</i> Monash University Malaysia, Malaysia Malaysia TRIZ innovation Association (MyTRIZ), Malaysia
16:40-17:00	<b>TRIZ Based insight Problem Solving and Brainwave Analysis Using EEG During Aha! Moment</b> <i>Tri Zit Benjaboonyazit</i> Faculty of Engineering, Thai-Nichi institute of Technology, Thailand
17:00-17:20	<b>Developing Creative and Critical Thinking Skills in Next Generation Workforce</b> <i>Mark Barkan, Anatoly Guin</i> Education for a New Era, USA, Belarus
17:20-18:00	<b>Roundtable</b>
<b>19:00-21:00</b>	<b>Social event: Dinner</b>
<b>JULY 30</b>	
<b>8:00-10:00</b>	<b>TRIZ Master Certification</b>
<b>10:00-10:20</b>	<b>Refresment Break</b>
	<b>Session: Developing TRIZ Competence. Chair: Johan Scheers</b>
10:20-10:40	<b>TRIZ in "Copycatting" Culture</b> <i>Leonid Kaplan</i> OutCompete LLC, USA
10:40-11:00	<b>Problems and Countermeasures in Promoting TRIZ in China</b> <i>Isak Bukhman, Li Huangye</i> TRIZ Solutions LLC, USA; Beijing E-cube Technologies Co.,LTD., China
11:00-11:20	<b>TRIZ innovation Course and Adolescents in Shanghai</b> <i>Li Huangye</i> Beijing E-cube Technologies Co., China
11:20-11:40	<b>Application of TRIZ Concepts in Teaching Effective Research Communication Skills</b> <i>Kiyohisa Nishiyama, Leleito Emanuel</i> Nagoya University, Japan
	<b>Session: Research, Methodology, Development. Chair: Vinodh Mevani</b>
11:40-12:00	<b>TRIZ for The Development of New Materials: Some Preliminary Ideas</b> <i>Stéphane Savelli</i> MP Solving, Belgium
12:00-12:20	<b>Research On The Ranking Method of Failure Severity of Complex Mechanical Systems</b> <i>Xu Bo, Tan Runhua, Liu Qin</i> Hebei University of Technology, China; National Engineering Research Center and Technological innovation Method and Tool, China

12:20-12:40 **Using The Idealized Idea To Realize Product Design**

*Zhong Ying, Xin-jun Zhao*  
Shenyang, China

12:40-13:00 **A System of Standard inventive Solution Patterns To Business and Management Problems**

*Valeri Souchkov, Joseph Patrick Roxas*  
ICG Training & Consulting, The Netherlands

**13:00-14:00 Lunch**

**Session: *Best practices, Experiences, Integration.* Chair: *Stéphane Savelli***

14:00-14:20 **An Analysis of Marxist Philosophy in TRIZ Theory**

*Li Bo, Wu Shuqin, Gu Mingqin, Zhang Rui*  
Zhengzhou VCOM Technology and Science Ltd., China;  
Chery Automobile Co. Ltd, China

14:20-14:40 **TRIZ Practice in The Creative Career Education By The Cooperation of Kindergarten, Elementary School, Junior-High School and National College of Technology**

*Takayoshi Ohtsu*  
National College of Technology, Numazu College, Japan

14:40-15:00 **Popularization and Application of TRIZ in internet Economy**

*Li Huangye, Liu Yongmou, Severinets Georgi, Wang Jian*  
Beijing E-cube Technologies Co.,LTD., China;  
2GET Group, China

**15:00-16:00 Summary and Closing**