MATRIZ Official

Presents

ITC 2024

INTERNATIONAL TRIZ CONFERENCE

14 -17 OCT'24 | DUBAI

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MATRIZ Official

Founded in September 2022, MATRIZ Official leads the global dissemination of TRIZ, aiming to benefit humanity and advance the methodology. Additionally, we are committed to ongoing innovation, particularly focusing on newcomers to TRIZ and those, including children, seeking to enhance their TRIZ skills.

ITC 2024
INTERNATIONAL TRIZ CONFERENCE

Building on the success of ITC-2023 in Graz, Austria, MATRIZ Official will host ITC-2024 in Dubai for four days in mid-October 2024. This event places unprecedented emphasis on engaging new TRIZ practitioners, setting it apart from all previous conferences.

Objective and highlights

The primary goal of ITC-2024 is to catalyze the TRIZ journey for a broad range of participants, demonstrating TRIZ's formidable ability to tackle challenging issues across various sectors, including industry, service domains, and academia.

Preceding the main event in Dubai, an exclusive MATRIZ Official Level 1 online course will be available five weeks in advance for those new to TRIZ or seeking certification, taught by esteemed TRIZ Masters.This preparatory course is a benefit for those registered for the entire conference.

During the inaugural day of the on-site event, participants will engage in two comprehensive tutorials. On the following two days, industry leaders from across the globe will present case studies, illustrating the efficacy of TRIZ in overcoming complex challenges.

The fourth day will culminate in an innovative five-hour and a half 'miniTRIZathon', where teams, mentored by expert TRIZ facilitators and an AI system, will compete to devise solutions for a real-world industrial challenge presented by a partnering company.

TRIZ Methodology Forum (TMF-2024)

Alongside the ITC conference, MATRIZ Official announced the inaugural TRIZ Methodology Forum (TMF) in 2024, focusing exclusively on the advancement of TRIZ methodology.

This forum will take place online, spanning three consecutive days, with four hours of content each day. Days one and two are set to feature a series of presentations on the progress of TRIZ methodology. On the final day, those vying for the title of TRIZ Master will present their theses, showcasing either their innovative contributions to the TRIZ methodology, their notable accomplishments in applying TRIZ to real-world problem-solving, or their significant achievements in the field of TRIZ education.

Why to attend ITC-2024

ITC-2024 caters especially to individuals who are either completely new or relatively new to TRIZ, providing them with the chance to earn a MATRIZ Official Level 1 certification. This can mark the beginning of their TRIZ journey, potentially transforming their career. Attendees will gain insights into diverse TRIZ success stories.

For presenters, ITC-2024 offers a platform to highlight their TRIZ achievements.

For all participants, it's an unparalleled opportunity to network, exchange ideas, and cultivate potential partnerships.

Benefits, learnings and key take-aways

Attendees, whether they are novices or somewhat familiar with TRIZ, will master fundamental TRIZ techniques applicable to their professional roles. They will emerge with a solid grasp of TRIZ's effectiveness and versatility. Additionally, they will explore the latest and most impactful TRIZ applications, learning from case studies of leading global companies.

Industries who should attend ITC-2024

ITC-2024 offers valuable insights for a wide array of industries seeking to harness the power of TRIZ for innovation and problem-solving. Representatives from sectors such as oil, gas, energy, automotive, aerospace, FMCG, consumer electronics, business services, IT, telecommunications, healthcare, AI & ML, and IoT will find the conference particularly beneficial.

ITC 2024 INTERNATIONAL TRIZ CONFERENCE

MATRIZ Official TRIZ Level 1 Workshop

September 9 to September 19, 2024

4 hrs per day for 8 days

Online Training

TRIZ Methodology Forum (TMF-2024)

September 19 to September 21, 2024

4 hrs per day for 3 days

Online Forum

International TRIZ Conference (ITC-2024)

October 14 to October 17, 2024

Physical Conference

MATRIZ Official TRIZ Level 1 Workshop

September 9 to September 19, 2024

4 hrs per day for 8 days

Online Training

For the first time MATRIZ Official will organize a Level 1 course as a part of the ITC. This course will be given by world renowned TRIZ Masters & professionals in an online / virtual mode. The dates for the course would be from September 9 to September 19, 2024 (Monday to Thursday).

The objective of this course is to radically improve innovation effectiveness of the participants.

The workshop agenda is structured to create a balanced combination of theoretical knowledge about selected analytical and problem-solving tools and practical skills sufficient for effective application of these tools. For this purpose, the workshop includes lectures and hands-on practice using GEN-TRIZ proprietary software "Innovation Navigator".

As a result of the workshop participants will undergo a test on the last day of the course, in order to get the Level 1 certificate of TRIZ practitioner from The International TRIZ Official Association (MATRIZ Official).

Topics covered in this 32 hours course

- Methods for activating creative thinking and generating ideas.
- Foundations of TRIZ.
- TRIZ basic definitions: an engineering (technical) system, product, tool, function, ideality, ideal final result, inventive situation, inventive problem, etc.
- System Operator & Function Analysis for products.
- Trimming for products.

**MATRIZ Official
TRIZ Level 1
Workshop**

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September 9 to September 19, 2024

4 hrs per day for 8 days

Online Training

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- Basics of Cause Effect Chain Analysis (or Root-Conflict Analysis).
- Resources and resource analysis.
- Engineering (technical) contradictions
- Altshuller's (or later) matrix for the elimination of engineering (technical) contradictions.
- Physical contradictions & Resolution of Physical contradictions.

Competence Developed

- An understanding of the essence and fundamental notions of TRIZ and FA.
- The ability to
    - find subsystems and super-systems of specified objects.
    - formulate the main function of specified products
    - build function models for products
    - formulate trimming conditions for a product's components.
    - build a cause-effect chain of disadvantages.
    - formulate engineering contradictions
    - work with Altshuller's matrix for the resolving of engineering contradiction.
    - formulate and resolve physical contradictions

Format of Course Delivery

- The course is delivered online using a combination of lecture materials and interactive facilitated hands-on practice
- Participants will analyze and attempt to solve a given problem (in Groups) using GEN TRIZ's "Innovation Navigator" software
- Trainees work individually (from home)

MATRIZ Official TRIZ Level 1 Workshop

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4 hrs per day for 8 days

Online Training

- Trainers provides lectures via Teams, Zoom, WebEx or other platform (multiple connections, shared screen)
- During hands-on practice the trainer disconnects and stays in standby mode. Project leaders share screens with their team members. As necessary, they contact the trainer and ask him questions, sharing a screen with him
- Trainees complete the test on the last day of the workshop
- During report-out on the last day of the workshop project leaders share the screen with the trainer and other trainees sequentially

About Innovation Navigator

- GEN TRIZ proprietary software Innovation Navigator (IN) supports all stages of innovation projects: analysis of products and processes, problem identification, and problem solving.

- Analytical part of IN includes the following modules:
  - S-Curve Analysis
  - Function Analysis for products
  - Function Analysis for processes
  - Cause-Effect Chain Analysis
  - Trimming for products
  - Trimming for processes
  - Feature Transfer

- The problem-solving part of IN includes the following modules:
  - Resolving of Engineering Contradictions
  - Resolving of Physical Contradictions
  - Application of Standard Inventive Solutions

**MATRIZ Official
TRIZ Level 1
Workshop**

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Online Training

- IN proved its efficiency as an innovation tool for technical managers, engineers and researchers in applied sciences. Among Innovation Navigator software users are companies like General Electric, Procter & Gamble, Siemens, General Motors, Wrigley, Ingersoll-Rand, etc.
- Innovation navigator is not supported on MAC systems currently.

Who can attend the Level 1 Course

Any individual, who is a graduate & has a desire to enhance his/her creativity skills is eligible to attend the Level 1 course.

Registration & Enrollment for the Course

Please refer the registration page of the document for more details.
For any query of Bulk corporate nominations,
please reach out to us on office@matriz-official.net or info@trizasia.com

ITC 2024
INTERNATIONAL TRIZ CONFERENCE

TRIZ Methodology Forum (TMF-2024)

September 19 to September 21, 2024

4 hrs per day for 3 days

Online Forum

Introduction

In conjunction with the ITC conference, MATRIZ Official is pleased to introduce the inaugural TRIZ Methodology Forum (TMF) for 2024, exclusively dedicated to advancing the TRIZ methodology.

This virtual forum will span three consecutive days, featuring four hours of content daily. The first two days will host a series of presentations focusing on the evolution of TRIZ methodology. The TMF event will revolve around a critical theme in TRIZ development.

Each presenter will have a one-hour slot, with 40 minutes designated for the presentation and 20 minutes for a professional discussion (Q&A) session. On the concluding day, participants competing for the title of TRIZ Master will present their theses, showcasing their innovative contributions to TRIZ methodology, practical achievements in applying TRIZ to real-world problem-solving, or significant contributions to TRIZ education.

Objective of TMF-2024

The primary aim of TMF-2024 is to drive further development in the TRIZ methodology by addressing its most pressing gaps. By achieving this goal, we seek to enhance the practical application of TRIZ, refine TRIZ training programs, and foster greater acceptance of TRIZ within individual, corporate, and academic spheres.

TRIZ Methodology Forum (TMF-2024)

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September 19 to September 21, 2024

4 hrs per day for 3 days

Online Forum

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Topics of TMF-2024

The 2024 Forum's central theme is "Strategies for Identifying the Right Innovation Targets". Sub-topics include:
- Identifying unmet market needs.
- Discovering Main Parameters of Value.
- Identifying the unmet personal needs of decision-makers.

Who Can Attend TMF-2024

TMF is a professional event with three categories of participants:
- TRIZ professionals, especially those who are prominent developers in the specified TMF topic area, will receive personal invitations.
- Winners of a separate competition, to be announced later. Applicants will submit their TRIZ development abstracts, and the TMF organizers will select two winners to present their papers and participate in professional discussions at the Forum.
- The Forum warmly welcomes all interested attendees. If time permits, some listeners may also participate in the discussions.

Registration & Enrollment for the TMF 2024

There is no financial investment attached to attend the TMF 2024, but registration is mandatory.

For registrations, please reach us on :
office@matriz-official.net or info@trizasia.com

ITC 2024
INTERNATIONAL TRIZ CONFERENCE

International TRIZ Conference (ITC-2024)

October 14 to October 17, 2024

Physical Conference

Topics of ITC-2024

As mentioned earlier in this document, the ITC-2024 will emphasize on sensitizing & engaging new TRIZ practitioners / professionals keen to know more about TRIZ. Keeping this in mind the ITC-2024, keynotes & presentations would help us dive in the ocean of knowledge of TRIZ.

Following would be the topic of discussion at the ITC-2024

Day 1 - Tutorials

08:30 to 09:30	Registrations
09:30 to 11:00	Tutorial 1
11:00 to 11:30	Networking Break
11:30 to 13:00	Tutorial 1 (continued)
13:00 to 14:00	Networking Lunch
14:00 to 15:30	Tutorial 2
15:30 to 16:00	Networking Break
16:00 to 17:30	Tutorial 2 (continued)

Day 2 - Main Conference

08:00 to 08:45	Registrations
08:45 to 09:00	Welcome by the MATRIZ Official President
09:00 to 09:40	Keynote presentation 1

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Day 2 - Main Conference

09:40 to 10:30	Panel discussion (1 platinum sponsor Speaker)
10:30 to 11:00	Networking Break
11:00 to 11:25	Presentation 1
11:25 to 11:50	Presentation 2
11:50 to 12:15	Presentation 3
12:15 to 12:40	Presentation 4
12:40 to 13:05	Presentation 5
13:05 to 14:00	Networking Lunch
14:00 to 14:25	Presentation 6
14:25 to 14:50	Presentation 7
14:50 to 15:20	Networking Break
15:20 to 15:45	Presentation 8
15:45 to 16:25	Keynote presentation 2
	END of DAY 2
16:45 to 19:30	Dubai Short Tour - Dubai Frame
20:00 to 22:00	Gala Dinner with Wine - Beer

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International TRIZ Conference (ITC-2024)

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October 14 to October 17, 2024

Physical Conference

Day 3 - Main Conference

Time	Session
08:00 to 08:30	Registrations
08:30 to 09:10	Keynote presentation 3
09:10 to 09:40	Sponsor presentation - Platinum Sponsor
09:40 to 10:30	Panel Discussion (1 sponsor Speaker)
10:30 to 10:45	Networking Break
10:45 to 11:10	Presentation 9
11:10 to 11:35	Presentation 10
11:35 to 12:00	Presentation 11
12:00 to 12:25	Presentation 12
12:25 to 12:50	Presentation 13
12:50 to 13:10	Sponsor presentation - Gold Sponsor
13:10 to 14:05	Networking Lunch
14:05 to 14:30	Presentation 14
14:30 to 14:55	Presentation 15
14:55 to 15:25	Networking Break
15:25 to 15:50	Keynote presentation 4

Day 3 - Main Conference

16:00 to 16:20	Sponsor Presentation - Gold Sponsor
	END of DAY 3
16:45 to 20:00	Dubai short Tour - Museum of the Future
20:00 to 22:00	Cocktail party

Day 4 - miniTRIZathon

We are all aware of the hackathons which are conducted in companies to come up with solutions / innovations for their existing problems, where people engage in rapid and collaborative engineering over a relatively short period of time such as 24 or 48 hours. They are often run using some expertise and traditional brainstorming.

Over the years hackathons have come under severe criticism, with multiple observers questioning the adequacy of hackathons to deliver impactful technological solutions.

miniTRIZathon would be similar to the hackathon, with one major difference. miniTRIZathon will stay away from traditional brainstorming & would embrace a systematic algorithmic approach towards identifying a solution for the problem. In this session we would have 1 real problem from the industry. In 3 different divided rooms, different teams will attempt to solve the problem using the TRIZ tools (in 2 rooms) or AI tools (in 1 room), under the mentorship of 2 TRIZ Masters and 1 AI expert, respectively. Towards the end of the miniTRIZathon, each team

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will be able to appreciate the power of TRIZ tools & AI and derive feasible solutions for the problem.

The room, which derives the best solution will be awarded at the ITC-2024.

Registrations

ITC-2024, this year has got multiple options for registering. You may chose based on your interest and category you belong to:

Option 1
If you are a Presenter
The investment for you to attend the ITC-2024 excluding the LEVEL 1 workshop, would be €550, inclusive of all applicable taxes.

Option 2
If you are only an attendee & not presenting at ITC 2024
The investment for you to attend the ITC 2024 including the LEVEL 1 workshop would be €1450, inclusive of all applicable taxes. The fees also include the MATRIZ Official Level 1 certification

Option 3
If you are only an attendee & not presenting at ITC 2024
The investment for you to attend the ITC 2024 excluding the LEVEL 1 workshop would be €950 inclusive of all applicable taxes.

Please note that,
The fees include the Short Dubai tours on Day 2 & Day 3
The fees mentioned above do not include any travel & accommodation. The participant is requested to make his or her own arrangements.

Dubai Short Tour Day 2
Visit to Dubai Frame

The UAE's latest cultural landmark, Dubai Frame is an iconic structure that 'frames' impressive views of Old and New Dubai, while serving as a metaphorical bridge connecting the emirate's rich past with its magnificent present. Offering spectacular panoramic views across the city, Dubai Frame celebrates the story of Dubai from its early establishment to its ambitious plans for future development. For more details you may please visit : Dubai Frames | About Us

Dubai Short Tour Day 3
Visit to Museum of the Future

The building is an architectural and engineering marvel. It confidently straddles the past and the future, applying advanced technology to traditional artforms.
The building 'speaks Arabic': its facade is a canvas for the poetry of His Highness Sheikh Mohammed Bin Rashid Al Maktoum rendered in the calligraphy of Mattar bin Lahej.

The building's form is futuristic: it opens a new path away from the highrise towers that dominate skylines everywhere. Its form is symbolic: The circular building represents humanity; the green mound it sits atop represents the earth; the void represents the unknown future.

The Museum builds on the visionary culture that has transformed the UAE into one of the world's most advanced nations in less than 50 years. We are a showcase for the spirit of courage, optimism and innovation that propels Dubai forward.

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Like our home city, the Museum is a place of tolerance, inviting varied cultural, philosophical, social and spiritual outlooks. Our imagined futures are rooted in the values of the UAE and the Arab world

For more details you may visit : About Us - Museum of the Future

Visa Invitation Letter

ITC-2024, is being conducted in Dubai, hosted by TRIZ Association of Asia.
The local support partner for us in Dubai is Eurogate Consultancy.
For Visa Invitation letters you may please write on
salman@eurogateconsultancy.com with a copy of the mail
sent to office@matriz-official.net & info@trizasia.com

Hotels in the Vicinity for Making Stay Arrangements

For more assistance you may write us on salman@eurogateconsultancy.com with a copy of the mail sent to office@matriz-official.net & info@trizasia.com

The program agenda is indicative & is subject to change.

Thank you

For more information please write us on

✉ info@trizasia.com | ✉ office@matriz-official.net

TRIZ is not "INSTEAD" of Thinking, TRIZ is an "ENABLER" for Thinking

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