

# The Sixth TRIZ Symposium in Japan, 2010

*-New Fields and New Users !-*

**Sept. 9~11, 2010**

**at Kanagawa Institute of Technology, Kanagawa, Japan**

## On Opening the Symposium

**September 9, 2010**

**Toshihiro Hayashi**

**Chairperson of the Board, Japan TRIZ Society, NPO**

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# **Purpose & Aims of this 6<sup>th</sup> Symposium**

**To provide an opportunity for presenting, discussing and communicating on TRIZ and its related areas**

- 1) To openly present and discuss on how to penetrate, promote and apply TRIZ, a methodology for creative technology innovation**
- 2) To encourage the improvement of the TRIZ methodology itself and related methodologies & ideas, to enhance penetration, promotion and application of them**
- 3) To provide opportunities for making personal relationships among the people interested in and working with TRIZ in Japan and in the world, and to encourage the understanding and penetration of TRIZ and related methodologies**

**4) The theme: *New Fields and New Users !***

# Growth & Process of TRIZ symposia in Japan

(as of Sept. 01, 2010)

Number	Organizer	Time	Place	Attendees	Presenters
First	Japan TRIZ CB	Sept. 1-3, 2005	Laforet Shuzenji, Izu, Shizuoka	104	20
Second	ditto	Aug. 31-Sept. 2, 2006	Panahills Osaka, Suita, Osaka	157	34
Third	ditto	Aug. 30-Sept. 1, 2007	TOSHIBA Education & Training Institute, Shinyokohama	204	34
Fourth	JTS	Sept. 10-12, 2008	Laforet Biwako, Moriyama, Shiga	180	46
Fifth	JTS	Sept. 10-12, 2009	National Women's Education Center (NVEC), Saitama	132	42
Sixth	JTS	Sept. 9-11, 2009	Kanagawa Institute of Technology, Kanagawa	165	40

# Features of this 6<sup>th</sup> symposium

## Contents suited to an era demanding innovation

- 1) **2 keynote lectures from abroad** : Please refer to the next slide  
**2 pre-sessions** :
  - Tutorial for domestic newcomers
  - Preliminary session with foreign participants
- 2) **5 Invited lectures** under the theme 「 New Fields and New Users ! 」
- 3) **Number of presentations is 40** (including **2** Keynote lectures) , around the same as the previous year
- 4) **14 presentations from 6 foreign countries** (Korea, Iran, Canada, England, Italy, Thailand) will be delivered
- 5) **Expansion of TRIZ applicable scopes & ages** : Wide range of presentations from big companies to SME, about diverse approaches and cases at the group and personal levels of various education and research facilities, and from application focusing on technical fields to those on nontechnical fields
- 6)
  - Interpretation / slide translation support by JTS volunteers
  - Full-colored proceedings using USB memory

# Keynote Lectures of TRIZ Symposium 2010 in Japan

## Keynote Lecture 1:

### *TRIZ Activities in Iran*

– *Mr. Mahmoud Karimi* –  
(*Iranian Institute of Innovation and  
Technological Studies (IIITS), Iran*)

## Keynote Lecture 2:

### *General Theory on Powerful Thinking (OTSM)*

– *Mr. Nikolai Khomenko* –  
(*Insight Technologies Lab., TRIZ Master, Canada*)

# 5 Invited lectures

under the theme “New Fields and New Users!”

J104 : **Application of TRIZ for Product Planning**

*Dr. Manabu Sawaguchi (Waseda University)*

J105 : **TRIZ for Managers** *Mr. Kazuya Yamaguchi (MOST, LLC)*

J106 : **Intellectual Property Strategy of  
TRIZ Usage and Practice**

*Mr. Toshimitsu Kataoka (Patbrain, Co., Ltd.)*

J107 : **How to use TRIZ in software and  
IT problem solving**

*Mr. Yojiro Fukushima (ex-Panasonic) , Dr. Toru Shonai (Hitachi)*

J108 : **Education with TRIZ: For New Perspectives**

*Dr. Toru Nakagawa (Osaka Gakuin University)*

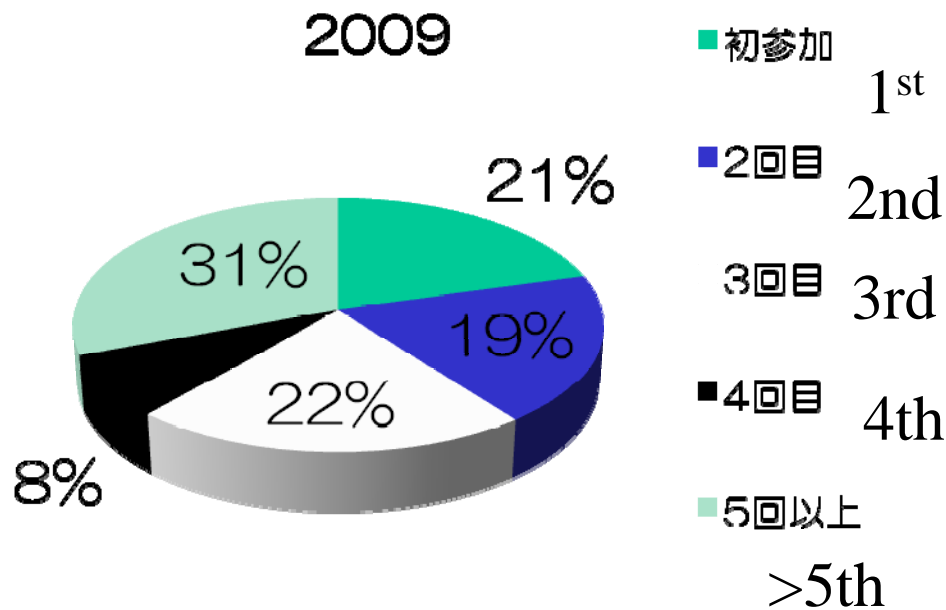
# Participants breakout transition through 1<sup>st</sup> to 6<sup>th</sup> TRIZ Symposium in Japan

			2005 (1)	2006 (2)	2007 (3)	2008 (4)	2009 (5)	2010 (6)
<b>Presenters</b>	<b>Japan</b>	<i>University/ research institute</i>	1	6	3	4	5	→ 6
		<i>Industries</i>	9	10	10	10	10	↘ 6
		<i>Personal, study group and others</i>	2	2	6	10	6	→ 9
		<i>Service providers</i>	5	5	5	8	7	→ 5
	<i>Overseas</i>		3	11	10	14	14	→ 14
	<b>Total</b>		20	34	34	46	42	→ 40
<b>Tutorials</b>					2	2	2	→ 2
<b>Attendees *</b>	<i>Industries users (except IP)</i>		71	94	142	97	62	96 (40)
	<i>Education/consulting</i>		9	43	42	40	50	46 (8)
	<i>TRIZ tool vendors</i>		15	2	1	7	4	4 (0)
	<i>Others(IP, IT, personal, etc.)</i>		9	8	10	23	16	19 (0)
	<b>Total</b>		104	147	195	167	132	165 (48)
<b>Final attendees</b>				157	204	179	137	

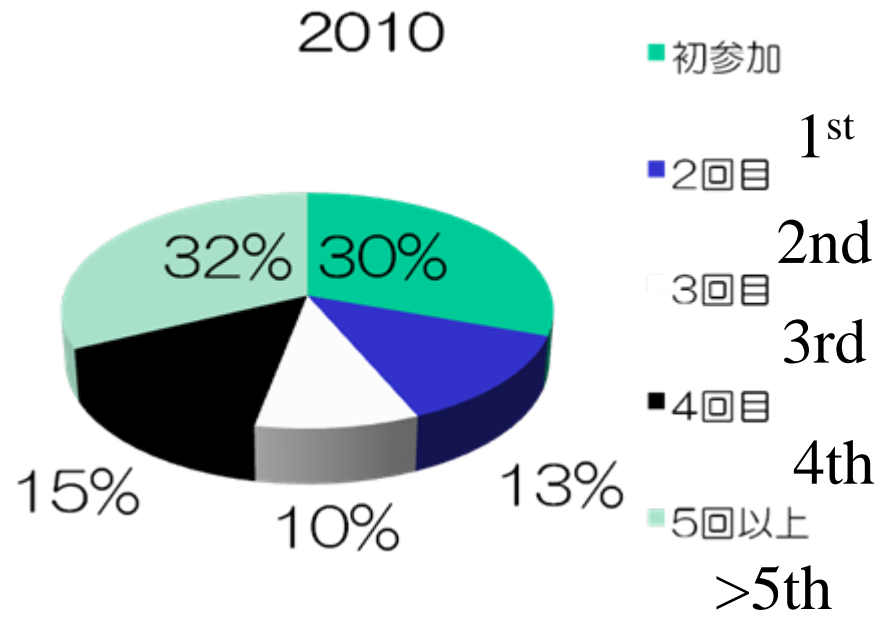
( \* including presenters, based on advance registration )

( as of Sept. 01, 2010 )

# Profile of Domestic Attendees ( Number of attendances )



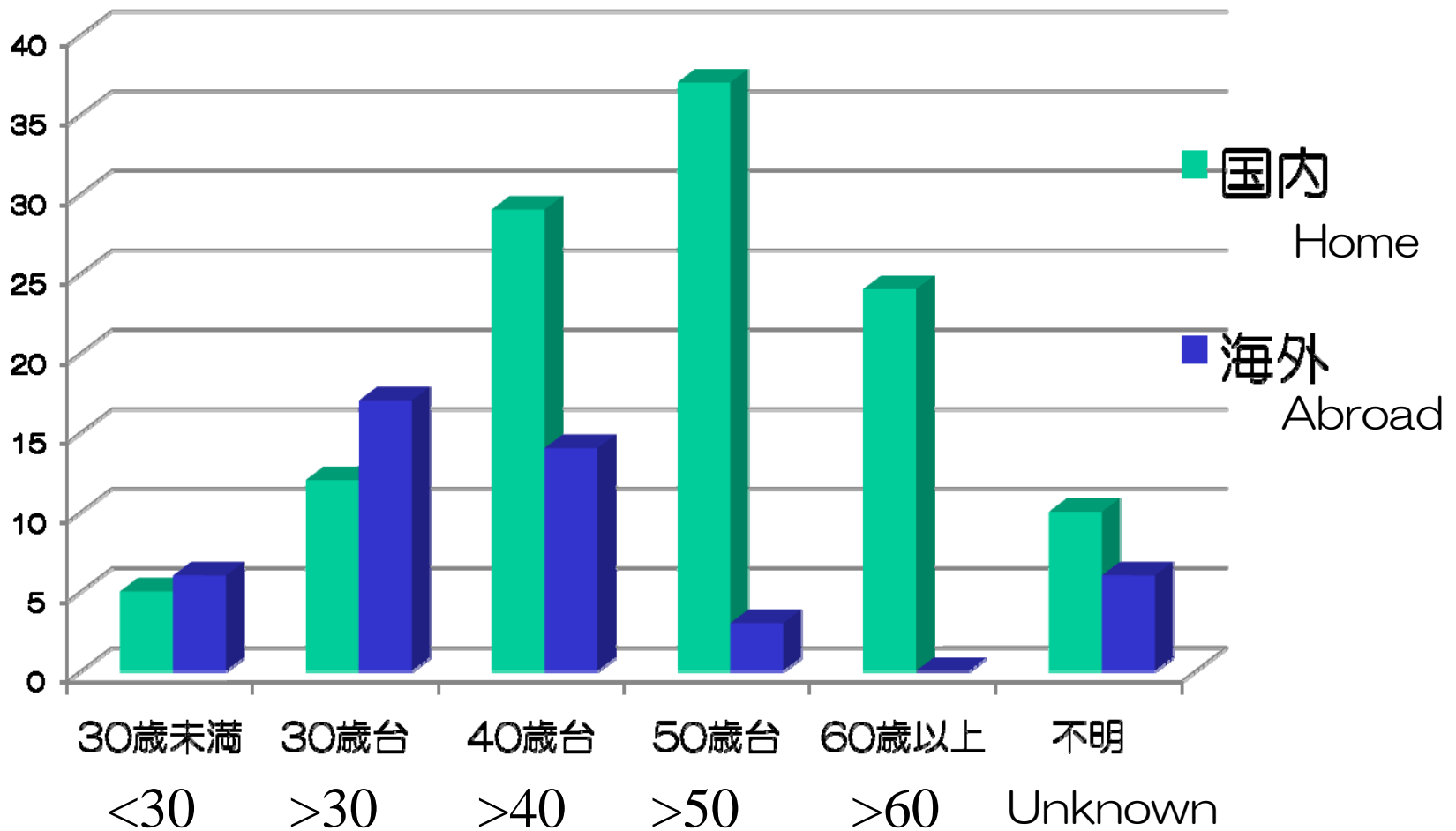
Total 111 attendees



Total 115 attendees



# Profile of Attendees ( Distribution of age )



# About Japan TRIZ Society(JTS), NPO

History: **May, 2004** : Roundtable meetings on TRIZ  
**Jan, 2005** : TRIZ Collaborative Board  
**Dec, 2007** : Japan TRIZ Society(JTS), NPO

Activities & Aims:

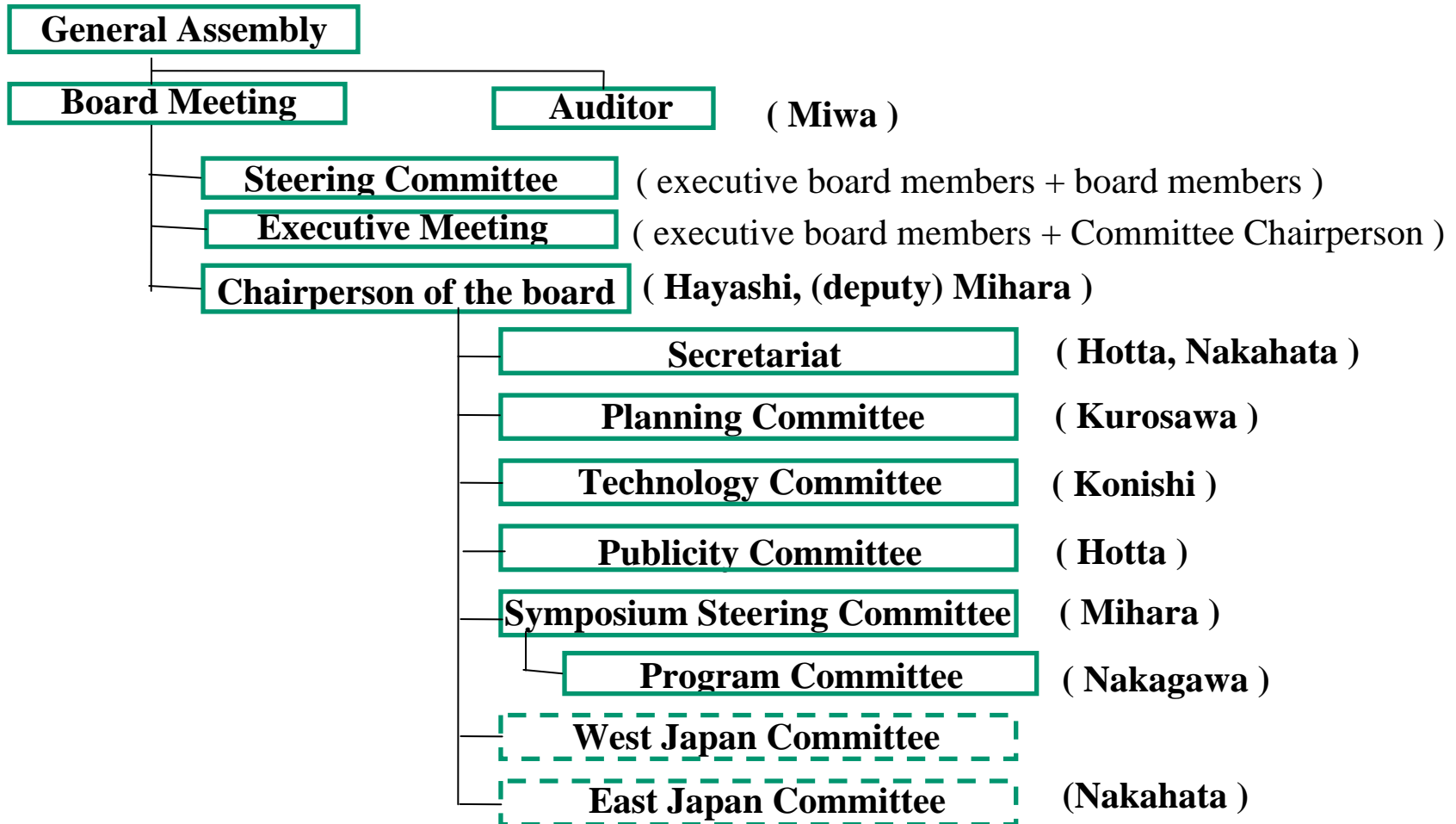
**Government-approved Voluntary Activities  
by registered TRIZ-minded members**

- To function as the center for dissemination of TRIZ in Japan
- Open and nation-wide activities to contribute to the reinforcement of technologic development power & international competitiveness of Japan
- To provide Japan's TRIZ community with places for communication such as symposia, study societies and so on

# Current status & organization of JTS

**1. Membership: Regular : 123 ( 2008 ), 107 ( 2009 ), 120 ( 2010 forecast )**  
**Patronage : 2 ( 2008 ), 1 ( 2009 ), 2 ( 2010 )**

**2. Organization:** ( as of June 30, 2010 )



# Role of committee & secretariat

- **Planning Committee:** Planning of JTS activities
- **Technology Committee:** Technology authorization as JTS and supervision of study group activities
- **Publicity Committee:** Publicity for outside and members (including website operation)
- **Symposium Steering Committee:** Planning and steering of symposium
  - ◆ **Program Committee:** Mgt. of call for presentations and program organization
- **West Japan Committee:** Activity promotion for West Japan ( temporarily inactive )
- **East Japan Committee:** Activity promotion for East Japan ( currently inactive )
- **Secretariat:** Business matter operation

# Main Activities of Japan TRIZ Society, NPO

## 1. Planning & Holding of TRIZ Symposia

- Primarily Japanese domestic  
but internationally-minded annual symposium

## 2. Study Societies by members

- TRIZ application studies and guidance building  
through how to use TRIZ, TRIZ application case studies  
in various fields and situations

## 3. Planning & Holding of TRIZ Seminars

- Seminars holding by joint hosting/endorsement/co-sponsorship  
with cooperative organizations

## 4. Development of publication contents

- Development of education/dissemination contents  
for book publication, e-learning and seminars

# About JTS Research Activities

## 1) Intellectual Property Creation Study Group

*(General manager: Kimihiko Hasegawa)*

**Activity results, etc. will be introduced in poster session A**

## 2) Business & Management TRIZ Application Study Group

*(General manager: Ikuo Yoshizawa)*

**Activity results, etc. will be introduced in poster session A**

*New activities starting in October, 2010*

## 3) Education & TRIZ Study Group

*(General manager: Toru Nakagawa)*

**Activity procedure, etc. will be introduced in invited lecture JI08**

<http://www.osaka-gu.ac.jp/php/nakagawa/TRIZ/jlinksref/JTS/JTS-EducationSG.html>

## 4) IT & Software Study Group

*(General manager: Toru Shonai)*

**Activity procedure, etc. will be introduced in invited lecture JI07**

# Preparation organization and collaborators of TRIZ Symposium 2010 in Japan (1)

Overall management : T. Hayashi

Preparation organization (*Symposium steering committee*)

Chairperson : Y. Mihara

Secretariat : M. Hotta, R. Shimizu(JTS)

Site arrangement : M. Ishihama

Overseas support : T. Nakagawa, A. Inoue(Toshiba)

(*Program committee*)

Chairperson : T. Nakagawa, (deputy) Y. Konishi

Member ( and poster session arrangement) : Y. Fukushima

Member : T. Shonai

Collaborators : S. Kurosawa, K. Nakahata, T. Masaki, M. Unno, S. Arita,  
F. Kikuchi, T. Kataoka, K. Hasegawa, H. Kunitomo  
M. Zenko, T. Ohta, O. Ikeda K. Yokoyama(Toshiba).

Graphic Design : K. Goto(Ricoh)

[ Titles from names omitted ] [ INPO ]

[ Those without affiliation descriptions are members of the JTS steering committee ]

# Preparation organization and collaborators of TRIZ Symposium 2010 in Japan (2)

## Volunteers for Interpretation / Slide Translation

*(Interpretation)* : Y. Konishi, S. Kurosawa,

M. Ishihama, T. Kamimura (Willfort International Patent Attorneys) ,  
H. Sakata(Hitachi)

*(Translation to Japanese)* : Y. Konishi, S. Kurosawa, F. Kikuchi,  
K. Nakahata, T. Masaki, M. Sawaguchi, O. Ikeda, T. Nakagawa,  
T. Oka (Konica-Minolta BT), A. Inoue (Toshiba), T. Takahara (Individual),  
Y. Watanabe(sony) , A. Mochizuki(Nissan motors), H. Sakata(Hitachi)

*(Translation to English)* :T. Nakagawa, Y. Konishi, T. Shonai,  
K. Miyashita(Individual), K. Tsumako(Hitachi GST)

*(Assist of English Translation)* : T. Nakagawa, Y. Konishi, S. Arita ,  
Y. Osone(Hitachi), T. Nakamigawa((Hitachi),  
K. Tsumako(Hitachi GST), A. Ishida (Hitachi Consulting)

[ Titles from names omitted ] [ INPO ]

[ Those without affiliation descriptions are members of the JTS steering committee ]



# **Acknowledgment**

***We are extremely grateful  
to all the people involved at  
Kanagawa Institute of Technology,  
who readily agreed to use their facilities  
and accommodated us in many aspects  
in holding this symposium***

**Thank you  
for your attention**