

The 7th TRIZ Symposium in Japan, 2011

- Creative Person, Innovative Organization! -

Sept. 8~10, 2011

at Toshiba Kenshu Center, Shin-Yokohama, Kanagawa, Japan

On Opening the Symposium

September 9, 2011

Toshihiro Hayashi

Chairperson of the Board, Japan TRIZ Society, NPO

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Before the Opening

*We' d like
to express our heartfelt sympathy
to disaster victims
of the Earthquake Disaster*

*and,
to offer a 15 seconds silent prayer
to mourn the victims*

Purpose & Aims of this 7th Symposium

1) To provide the followings

on TRIZ and its related areas

- **Seminars to novice / experimenter with TRIZ (1st Day)**
- **Presentation & discussion of application / research outcome (2nd - 3rd Day)**
- **Frank and meaningful discussion
on any themes of common interest (1st Day Evening)**

Through them, to contribute to the improvement of the technological level and the abilities how to penetrate, promote and apply TRIZ

2) To provide opportunities for making personal relationships among the people interested in and working with TRIZ in Japan and in the world,

3) The theme:

- Creative Person, Innovative Organization! -

History of TRIZ symposia in Japan.

(as of Aug. 26, 2011)

Number	Organizer	Period	Place	Attendees	Presenters
1st	Japan TRIZ CB	Sept. 1-3, 2005	Laforet Shuzenji, Izu, Shizuoka	104	20
2nd		Aug. 31-Sept. 2, 2006	Panahills Osaka, Suita, Osaka	157	34
3rd		Aug. 30-Sept. 1, 2007	Toshiba Kenshu Center, Shinyokohama	204	34
4th	JTS	Sept. 10-12, 2008	Laforet Biwako, Moriyama, Shiga	180	46
5th		Sept. 10-12, 2009	National Women's Education Center (NVEC), Saitama	132	42
6th		Sept. 9-11, 2010	Kanagawa Institute of Technology, Kanagawa	165	40
7th		Sept. 8-10, 2011	Toshiba Kenshu Center, Shinyokohama	113	33

Features of this 7th symposium

- 1) **Effective and efficient support to wide-range needs of participants by dividing the event into 2 parts: seminar-day and conference-days :**
 - **seminar-day (3 types of seminars)** • Tutorial for domestic newcomers
 - Themed seminar for domestic experiencers
 - Advanced seminar for TRIZ experts
 - **conference-days : 2 paralleled aural sessions and 2 interactive poster sessions**
- 2) **Group Discussions:** Open discussion with respect to each study group under the technical committee, free discussion on introducing / applying / promoting TRIZ, etc.
- 3) **Pre-sessions :** Preliminary session with foreign participants
- 4) **Invited lectures :** Please refer to the next slide
- 5) **Number of presentations :** 33 (including 2 keynote lectures, excluding 6 seminars), around the same as the previous year. **8 presentations from 5 foreign countries (Thailand, Korea, USA, Taiwan, Malaysia) will be delivered**
- 6) **Dramatic decrease of general attendees from overseas in consequence of the Earthquake Disaster**

Invited Lectures of TRIZ Symposium 2011 in Japan

Keynote Lecture: *Main Parameters of Value:
Connecting Business Challenges to Technical Problems*

– **Dr. Simon S. Litvin** –
(GEN3 Partners, USA)

Special Lecture: *Equivalent Transforming Thinking:
Thinking Process for Creation and Innovation
and Its Application*

– **Mr. Shunsuke Suzuki** –
(The Society for Equivalent Transformation,
President chief executive officer, Keieigihou Co. Ltd)

Participants breakout transition through 1st to 7th TRIZ Symposium in Japan

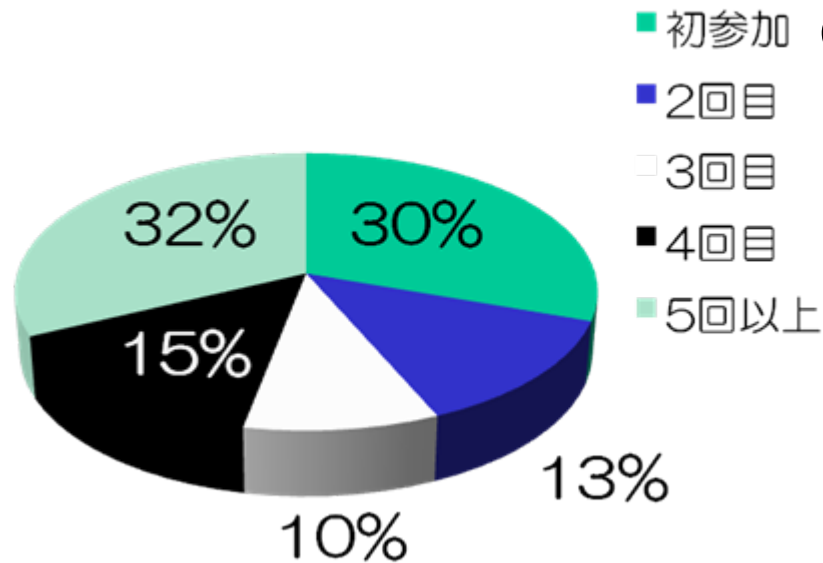
			2005 (1)	2006 (2)	2007 (3)	2008 (4)	2009 (5)	2010 (6)	2011 (7)
Presenters	<i>Jap an</i>	<i>University/ research institute</i>	1	6	3	4	5	6	→ 4
		<i>Industries</i>	9	10	10	10	10	6	→ 5
		<i>Personal, study group and others</i>	2	2	6	10	6	9	→ 9
		<i>Service providers</i>	5	5	5	8	7	5	→ 7
	<i>Overseas</i>		3	11	10	14	14	14	↘ 8
	<i>Total</i>		20	34	34	46	42	40	→ 33
Seminars				2	2	2	2	→ 7	
Attendees *	<i>Industries users (except IP)</i>		71	94	142	97	62	96(40)	63 (4)
	<i>Education/consulting</i>		9	43	42	40	50	46(8)	34 (5)
	<i>TRIZ tool vendors</i>		15	2	1	7	4	4(0)	4 (0)
	<i>Others(IP, IT, personal, etc.)</i>		9	8	10	23	16	19(0)	12 (0)
	<i>Total</i>		104	147	195	167	132	165(48)	113 (9)
Final attendees				157	204	179	137	165(48)	

(* including presenters, based on advance registration)

(as of Aug. 26, 2011)

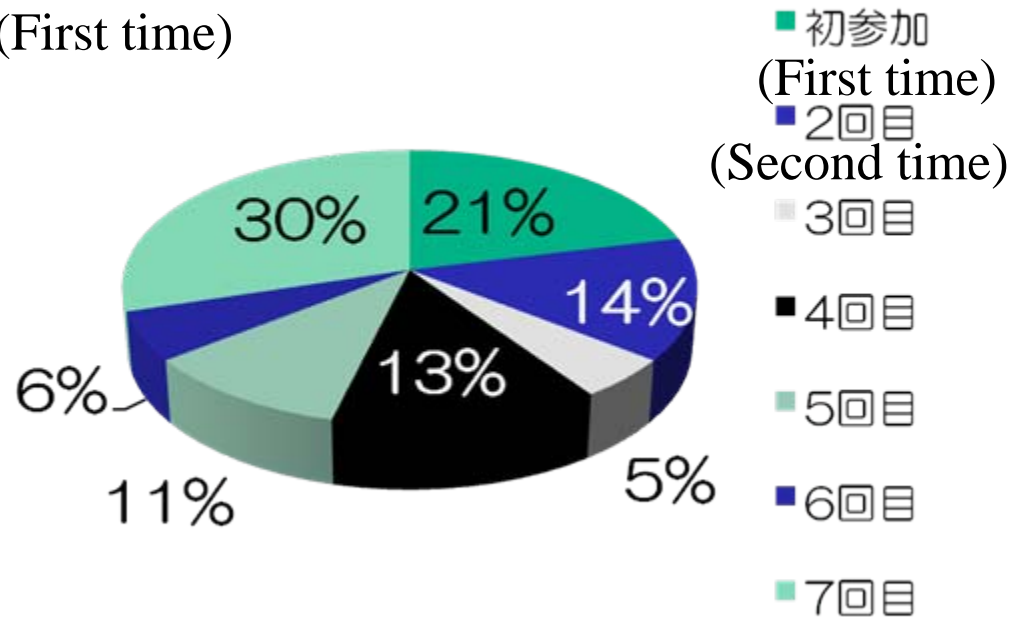
Profile of Attendees from Japan (Number of attendees)

2010



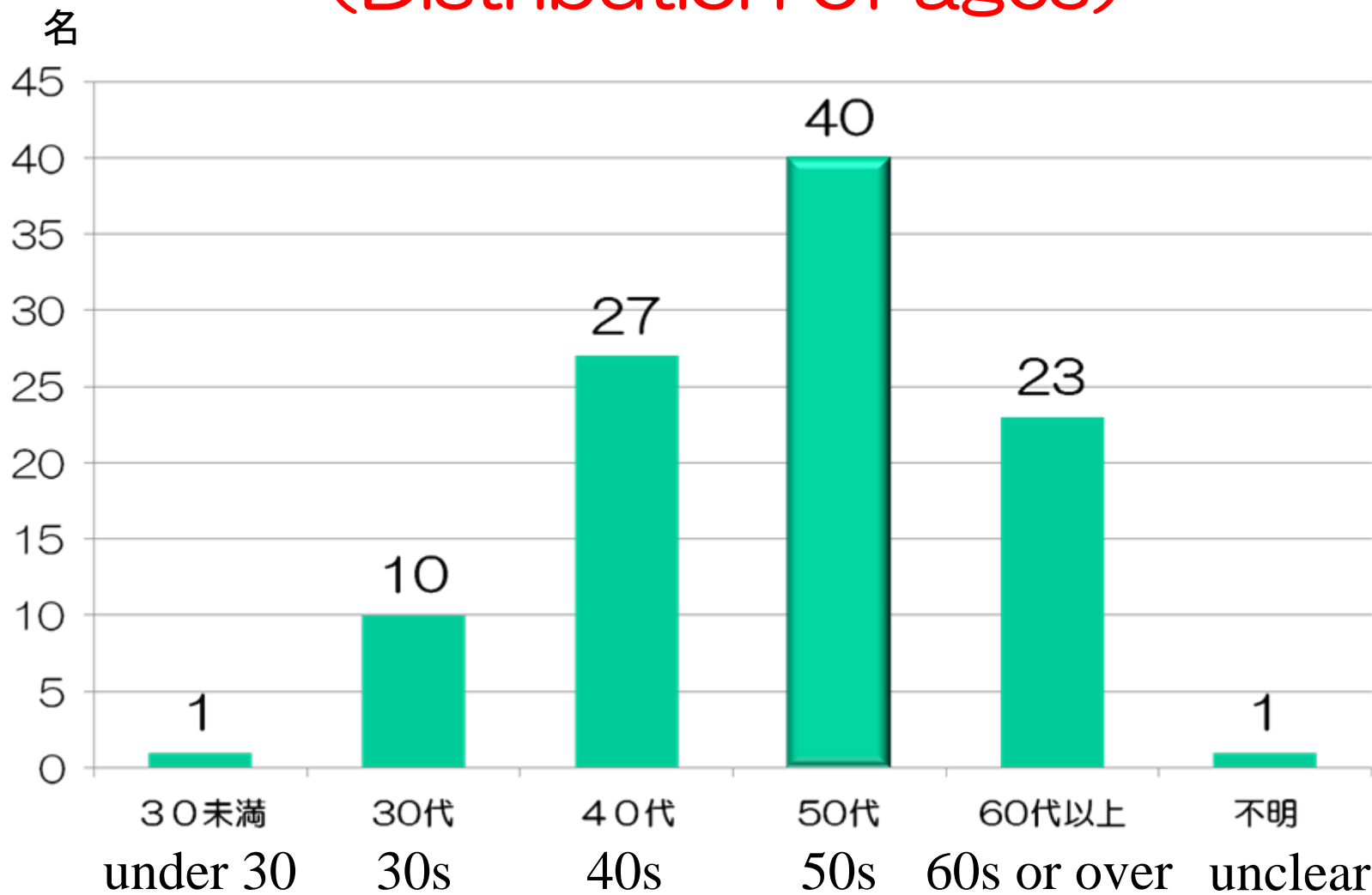
Total:117

2011

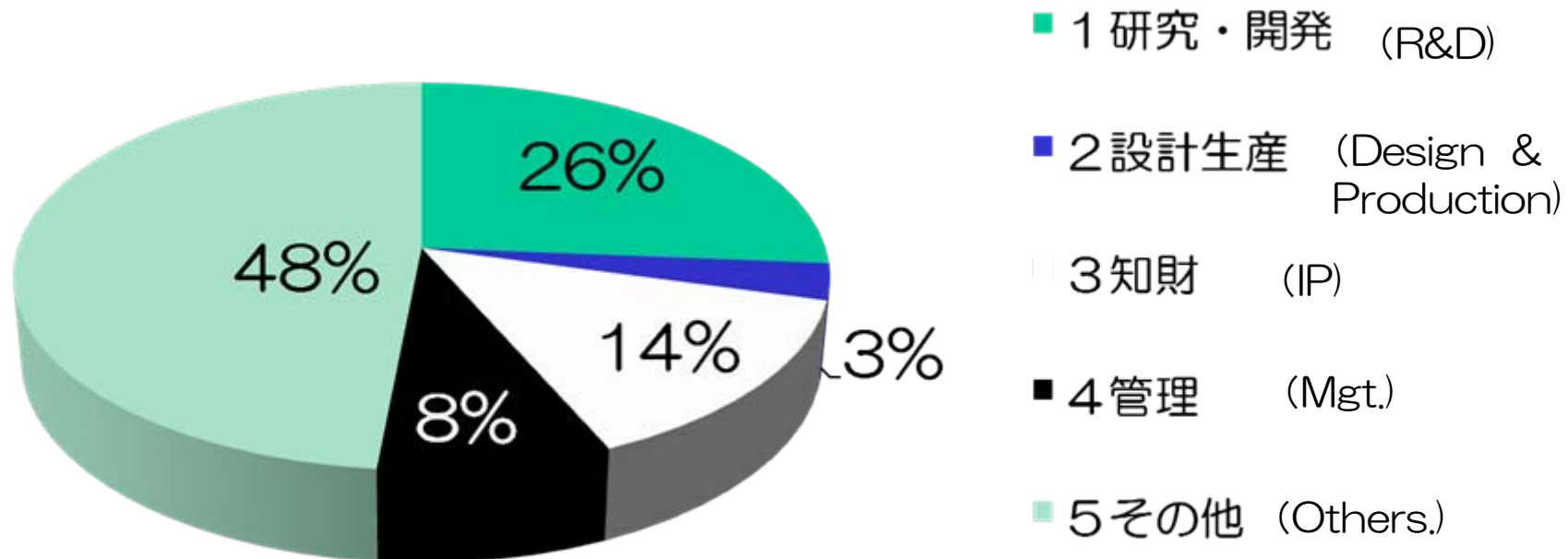


Total:104

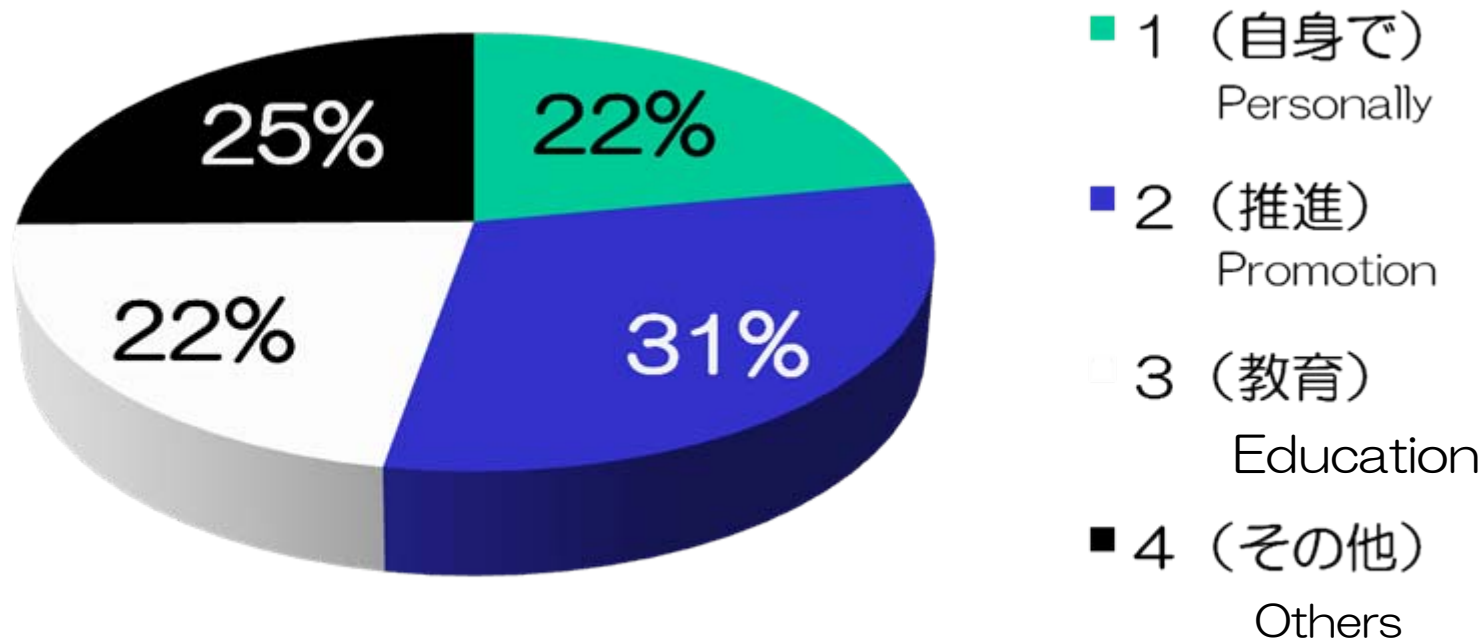
Profile of Attendees from Japan (Distribution of ages)



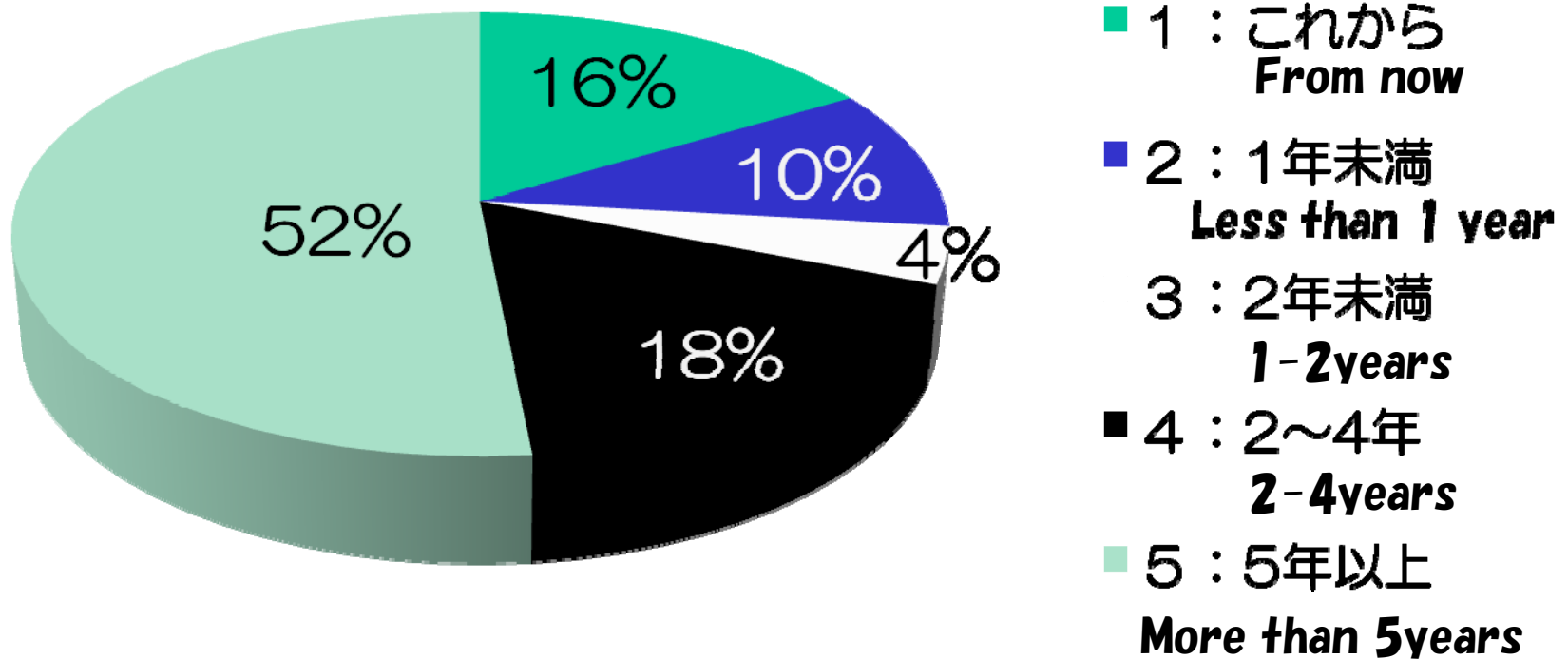
Profile of Attendees from Japan (Distribution of professions)



Profile of Attendees from Japan (Commitment to TRIZ)



Profile of Attendees from Japan (Years of application experience)



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

Main Activities of Japan TRIZ Society, NPO and Role of committees & secretariat

Activities

- ◆ Planning and steering of TRIZ Symposium/Seminar
- ◆ Committees Operation
/Development of Educational Contents

- **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

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)

3) Education & TRIZ Study Group

(General manager: Toru Nakagawa)

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

4) IT & Software Study Group

(General manager: Toru Shonai)

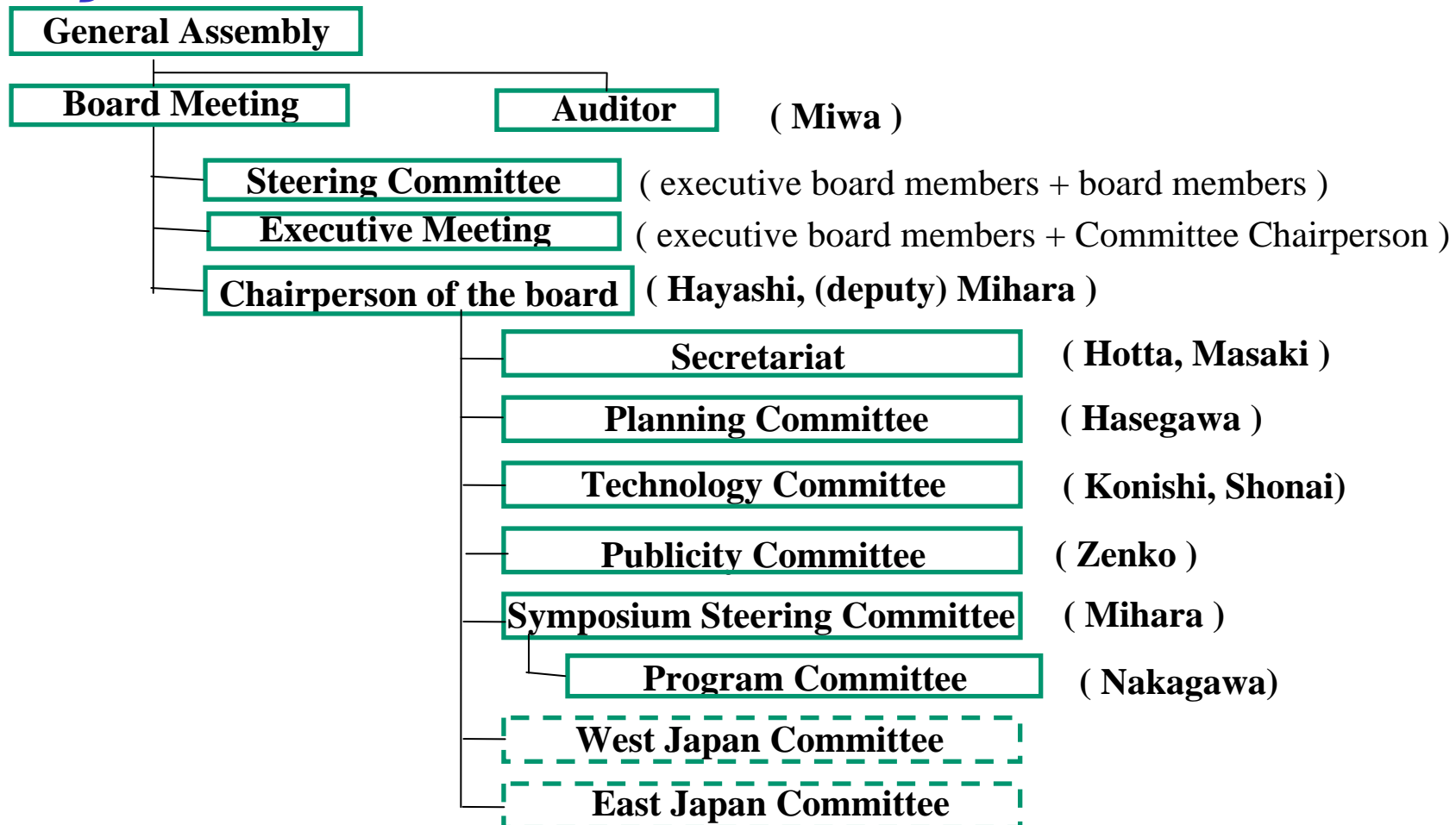
**These activities are introduced at JTS corner
& in Group Discussion Sessions**

Current status & organization of JTS

1. Membership: Regular : 107 (2009), 92 (2010), 120 (2011 forecast)

Patronage : 1 (2009), 3 (2010), 3 (2011 forecast)

2. Organization: (as of June 30, 2011)



Preparation organization and collaborators of TRIZ Symposium 2011 in Japan (1)

Overall management : T. Hayashi

Preparation organization (*Symposium steering committee*)

Chairperson : Y. Mihara

Secretariat : M. Hotta, M. Ouchi(JTS)

Site arrangement : N. Imasaki, N.Tsubokura

Overseas support : T. Masaki

(*Program committee*)

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

Member : M. Sawaguchi, S. Arita

(poster session arrangement) : Y. Fukushima

Collaborators : M. Unno, T. Shonai , F. Kikuchi,
T. Kataoka, K. Hasegawa, H. Kunitomo
M. Zenko, T. Ohta, O. Ikeda, K. Tsuwako

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 2011 in Japan (2)

Volunteers for Interpretation / Slide Translation

(Interpretation) : Y. Konishi, S. Kurosawa (volunteer) ,
M. Ishihama, K. Tswako ,
T. Kamimura (Ideation Japan Inc)
Y. Kamimura (Ideation Japan Inc)

(Translation to Japanese) : N.Tsubokura, F. Kikuchi, N. Imasaki,
M. Unno, O. Ikeda, S. Kurosawa (volunteer) , H. Kunitomo ,
T. Takahara (volunteer), A. Ishida (Hitachi Consulting)

(Translation to English) : K. Tswako

[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 TOSHIBA,
who readily agreed to use their facilities
and accommodated us in many aspects
in holding this symposium**

**Thank you
for your attention**