



Aug. 27, 2011 Program Committee (TN & YK)

## Advance Agenda

The Seventh TRIZ Symposium in Japan, 2011

Held by: The Japan TRIZ Society, NPO (JTS)

Date: September 8, 2011 (Thu.) through September 10, 2011 (Sat.)

Place: Toshiba Kenshu Center,

555 Toriyama-cho, Kouhoku-ku, Yokohama, Kanagawa 222-0035, Japan

Main Theme: Creative Person, Innovative Organization!

(Third announcement)

Notice: This year our TRIZ Symposium is composed of the following three Parts, which accept separate registrations:

(A) Seminar (in Japanese) First day

(B) Seminar (in English) First day

(C) Conference (in Japanese & English) Second and Third days

On the First day evening, a Joint session of (A)(B) and (C) will be held for Group Discussions.

### The 7th TRIZ Symposium in Japan, 2011 Agenda Outline & Registration Third Announcement: Aug.27, 2011

First Day: Sept. 8, 2011 (Thu)  
Seminars (A) (B)

Second Day: Sept. 9, 2011 (Fri)  
Conference (C)

Third Day: Sept. 10, 2011 (Sat)

	(A) Seminar (in Japanese)	(B) Seminar (in English)	9:00 Pre-session	8:30 Japan TRIZ Society General Meeting
<b>Morning</b>	10:00 Tutorial 12:00	Advanced Seminar	10:00 Opening Keynote Lecture 12:30 1 Oral presentation	10:00 Invited Lecture 4 Oral presentations 12:50 (double tracks)
<b>Afternoon</b>	13:00 Special Interest Lectures 5 topics 17:40	Advanced Seminar (continued)	13:30 6 Poster presentations & Demos 8 Oral presentations (double tracks) 18:15	13:40 6 Poster presentations & Demos 6 Oral presentations (double tracks) 17:30 Closing
<b>Evening</b>	18:00 Supper Joint session (A) (B) (C) Group Discussions 21:00		18:30 Buffet Dinner & Communications 20:30	

Registration categories:  
(A) Seminar (in Japanese) First day  
(B) Seminar (in English) First day  
(C) Conference (in Japanese & English) Second & Third days

**First Day (Sept. 8, 2011), Thursday (A) Seminar (in Japanese)**

Time – (duration)	Style	Room Chair	Item Paper No. Language	Author(s) (Affiliation(s)) (○: Presenter)	Title of Presentation
9:20 –			Registration		
10:00– (120 min.)		RA Ikeda	Tutorial <b>J104</b> J	Yoshihisa Konishi (SKI), Hajime Kasai (IDEA), Manabu Sawaguchi (Waseda Univ.)	Tutorial: What is TRIZ?
12:00– (60 min.)	Lunch	Cafeteria			
13:00– (60 min.)		RA Kiku- chi	Special Interest Lecture a <b>J105</b> J (E)	Osamu Kumasaka (Kumasaka Professional Engineer Consulting Office)	Position of TRIZ in the problem–solution tool system: TRIZ utilization from the point of average engineers’ view
14:00– (20 min.)	Intermission				
14:20– (30 min.)		RA Arita	S.I. Lecture b1 <b>J106</b> J(E)	Kiyoshi Shikakura (Invention Machine Japan K.K.)	Invention Machine Goldfire – Recent Developments
14:50– (30 min.)		RA Arita	S.I. Lecture b2 <b>J107</b> J(E)	Teruyuki Kamimura (Ideation Japan Inc.)	The actual state and use of software tools of Ideation International Inc. – focusing on DE (Directed Evolution) and CIP (Control IP) –
15:20– (30 min.)		RA Arita	S.I. Lecture b3 <b>J108</b> J	Masatoshi Hotta, Yoshihisa Konishi (SKI)	Introduction of Support Software from CREAX and IFR
15:50– (20 min.)		RA Arita	Q&A J		On TRIZ Software Tools and Their Usage
16:10– (20 min.)	Intermission				
16:30– (70 min.)		RA Kiku- chi	S.I. Lecture c <b>J109</b> J (E)	Toru Nakagawa (Osaka Gakuin University)	USIT: A New Paradigm for Creative Problem Solving -- Its Concept and usage --
17:40– (20 min.)	Intermission				

**Note:** After supper, a Joint session of (A) (B) and (C) will be held for Group Discussions, without extra fees.

**First Day (Sept. 8, 2011), Thursday (B) Seminar (in English)**

Time – (duration)	Style	Room Chair	Item Paper No. Language	Author(s) (Affiliation(s)) (○: Presenter)	Title of Presentation
9:20 –			Registration		
10:00– (120 min.)		RB Kuro- sawa/	Advanced Seminar <b>E102</b>	Simon S. Litvin (GEN3 Partners, USA)	GEN3 Innovation Discipline (G3:ID) – an Advanced, Business–Oriented TRIZ–based Methodology

		Naka- gawa	E		
12:00- (60 min.)	Lunch	Cafeteria			
13:00- (80 min.)		RB ibid	ibid	ibid	(continued)
14:20- (20 min.)	Intermission				
14:40- (80 min.)		RB ibid	ibid	ibid	(continued)
16:00- (20 min.)	Intermission				
16:20- (80 min.)		RB Kuro- sawa	ibid	ibid	(continued)
17:40- (20 min.)	Intermission				

**Note:** After supper, a Joint session of (A) (B) and (C) will be held for Group Discussions, without extra fees.

**First Day (Sept. 8, 2011), Thursday Evening Joint session of (A) (B) and (C) (without extra fees)**

Time – (duration)	Style	Room Chair	Item Paper No. Language	Coordinator(s)	Areas and topics
18:00- (60 min.)	Supper	Cafeteria			
19:00- (120 min.)	Group Discussions  Multiple groups		GD1 J	Toshimitsu Kataoka, Kimihiko Hasegawa (IP Creation Study Group, JTS)	Usage of TRIZ in IP
			GD2 J	Hisataka Izawa, Ikuo Yoshizawa (Business & Management TRIZ Study Group, JTS)	Usage of TRIZ in Business & Management Fields
			GD3 J	Toru Shounai, Yojiro Fukushima (IT/Software TRIZ Study Group, JTS)	Usage of TRIZ in IT/Software Fields
			GD4 E and then J	Toru Nakagawa, Masao Ishihama (Education with TRIZ Study Group, JTS)	Education and TRIZ
			GD5 J	Mamoru Zenko (IDEA)	Free discussion on introduction/application/promotion of TRIZ
			GD6 E	Yoshihisa Konishi (SKI)	Free discussion in English

Finish 21:00

Second Day (Sept. 9, 2011), Friday (C) Conference (in Japanese and English)

Time – (duration)	Style	Room Chair	Item Paper No. Language	Author(s) (Affiliation(s)) (○: Presenter)	Title of Presentation
8:30 –			Registration		
9:00 – (40 min.)	Pre- session	RB Konish i	Self-introd uction E		Self-introduction by Participants
9:40 – (20 min.)	Intermission				
10:00 – (20 min.)	Plenary	RA Mihara	Opening J101 JE	Toshihiro Hayashi (Chairperson of Board, Japan TRIZ Society)	Opening Address
10:20– (80 min.)	Plenary	RA Naka- gawa	Keynote Lecture EI01 EJ	Simon S. Litvin (GEN3 Partners, USA)	Main Parameters of Value: TRIZ-based Tool Connecting Business Challenges to Technical Problems in Product/Process Innovation
11:40– (10 min.)	Intermission				
11:50– (40 min.)	Single	RA Naka- gawa	Oral-1 J22 JE	Setsuo Arita (Hitachi, Ltd.)	Activities for TRIZ Penetration into Hitachi Group and Some Typical Application Cases
12:30– (50 min.)	Lunch	Cafeteria			
13:20– (10 min.)		RA Zenko	Photo	All the participants	Taking a group photo of the participants
13:30– (20 min.)	Plenary	RA Fuku- shima	Poster Introductio n JE, EJ	All the presenters at Poster Session A	Introduction to Poster Presentations
13:50– (5 min.)	moving				
13:55– (55 min.)	Posters and Demos A  parallel	Poster Room	Poster-A1 J09 JE	Kazushi Tsuwako, Masaki Ootsuka, Satoshi Suzuki, Mizumoto Naoshi (Hitachi Global Storage Technologies Japan, Ltd.)	Introduction of the collaborative activity of KT Method & TRIZ to improve Hard Disk Drive’s Quality and Reliability
		Fuku- shima, Zenko, Masaki	Poster-A2 J13 J	Kimihiko Hasegawa, Hiroshi Ueda, Toshio Kataoka, Shigeru Suzuki, Nozomu Takeuchi, Narumi Nagase, Toshiaki Masaki [The Intellectual Property Creation Research Subcommittee of Japan TRIZ Society]	Invention value evaluation according to patent information and market information – “electrical toothbrush” as a case example –
			Poster-A3 J16 J	Hideaki Kosha [MPUF USIT/TRIZ study team]	Application of familiar material for USIT training: Centering the yolk of boiled egg using USIT

			Poster-A4 <b>J18</b> JE	Takahisa Miyake, ○ Toru Nakagawa (Osaka Gakuin University)	Problem Solving in Everyday Life: On Methods and Tools for Weeding (or Removing Weeds)
			Poster-A5 <b>J19</b> JE	Koichi Makino, Manabu Sawaguchi (Waseda University)	A study of a support for effects by optimized function definition
			Poster-A6 <b>E04</b> EJ	Peerasak Peeramata (The CAPAC Rooftile Co., SCG, Thailand), ○ Santad Khandipanichakul (Rayong Engineering & Plant Service Co., SCG, Thailand), Tanasak Pheunghua (The Inventor Development Co., Thailand)	The case study of improve tile cutting edge quality
14:50- (20 min.)	Intermission				
15:10- (40 min.)	Double	RA	Oral-2 <b>J23</b> JE	Rikie Ishii (Miyagi TRIZ Study Group / Idea Plant)	TRIZ as an Ability to Survive
		RB Unno	Oral-3 <b>E03</b> EJ	Tay Jin Yeoh; Ismail Ishak; K-ho Loh (Intel Technology Sdn. Bhd, Malaysia)	Hybrid TRIZ, SMED & LEAN Case Study in Industry
15:50- (5 min.)	Intermission				
15:55- (40 min.)	Double	RA	Oral-4 <b>J12</b> JE	Takahiro Shoji, Yosuke Koga, Tsuyoshi Yoshida [Project Management Society]	A Practical Study of the TRIZ Process on “Comfortable Dry Shoes”
		RB Ishihama	Oral-5 <b>E12</b> EJ	Yong Won Song, Seung Hun Kang, Igor Ivanov (Korea Polytechnic University, Korea)	Appication of TRIZ in Korea Engineering Education
16:35- (15 min.)	Intermission				
16:50- (40 min.)	Double	RA	Oral-6 <b>J04</b> J	Heikan Izumi, Hideaki Koike (Izumi products Co.), Manabu Sawaguchi (Waseda University)	Proposal of an effective cost reduction method based on TRIZ
		RB Shonai	Oral-7 <b>E06</b> EJ	Hyo June Kim (www.trizacademy.net, Korea)	PTC-Modeling
17:30- (5 min.)	Intermission				
17:35- (40 min.)	Double	RA	Oral-8 <b>J01</b> JE	Akihiko Ikeda (Sony), Masao Ishihama (Kanagawa Institute of Technology University)	Report of Lecture Series on Invention at a Graduate School -- Aimed for Revival of Japan as a Nation of Outstanding Technology
		RB Shonai	Oral-9 <b>E11</b> EJ	D. Daniel Sheu, Chun Ting Hou (National Tsing Hua University, Taiwan)	Innovative Problem Solving and Equipment Re-design through Systematic Component Trimming
18:15- (15 min.)	Intermission				
18:30- (120 min.)		Cafeteria		Buffet Dinner & Communications	(Reception, without seating, free communication)

Finish 20:30

Third Day (Sept. 10, 2011), Saturday (C) Conference (in Japanese and English)

Time – (duration)	Style	Room Chair	Item Paper No. Language	Author(s) (Affiliation(s)) (○: Presenter)	Title of Presentation
8:15 –			registration		
8:30 – (50 min.)	Meeting	RA	J	Japan TRIZ Society, NPO General Assembly Meeting [9:20–9:40 JTS Board Meeting]	(JTS Members only)
9:20– (40 min.)	Intermission				
10:00 – (80 min.)	Plenary	RA Haya- shi	Invited Lecture J103 JE	Shunsuke Suzuki (Member of The Society for Equivalent Transformation; Keieigihou Co. Ltd)	Equivalent Transformation Thinking; Thinking Process for Creation and Innovation and Its Application
11:20– (5 min.)	Intermission				
11:25– (40 min.)	Double	RA Kuni- tomo	Oral-10 J08 JE	Takashi Ogata, Naohisa Nakahara (OLYMPUS Corporation )	Promotion of scientific methods including TRIZ – Challenge to the output against time in the development field –
		RB Ishi- hama	Oral-11 E02 EJ	Minli Lin, Manabu Sawaguchi, Takahiro Ohno (Waseda University)	Verifying the effectiveness of Technical Contradiction Matrix and 40 Innovative Principles of TRIZ as an idea-generation method
12:05– (5 min.)	Intermission				
12:10– (40 min.)	Double	RA Kuni- tomo	Oral-12 J07 JE	Shunsuke Migita (Prezio IP Firm), Yohei Takahashi (IRus International Patent Firm)	Application of I-TRIZ for invention enhancement: Improvement of patent quality through secondary problem solving
		RB Naka- gawa	Oral-13 J24 JE	Toshio Takahara ( )	A Preparatory Study for Resolution of Contradiction of Unity
12:50– (50 min.)		Cafeteria		Lunch	
13:40– (20 min.)	Plenary	RA Fuku- shima	Poster Introductio n JE, EJ	All the presenters of the Poster Session B	Introduction to the Poster Presentations
14:00– (5 min.)	moving				
14:05– (55 min.)	Posters and Demos B (in parallel )	Poster Room	Poster-B1 J11 J	Toshimitsu Kataoka (Patbrain Ltd.), Ryoichi Ishibashi (Willfort International Patent Firm)	Comprehensive creation of inventions utilizing I-TRIZ: Building a patent network that is difficult to circumvent
		Fuku- shima, Zenko, Masak	Poster-B2 J17 JE	Teruyuki Kamimura (Ideation Japan Inc.)	Proposed case example of the next generation system using Express DE – as to a future automobile attracting the young –
			Poster-B3 J20 JE	Takuo Maeda (Takumi System Architects, Ltd.)	Business Opportunity Ocean and TRIZ with Cloud Computing
			Poster-B4 J21 J	Hirotake Makino (MPUF USIT/TRIZ Study Group)	Implementation of a Methodology like TRIZ in Marketing Section – Methodology as Dialectic Style –

			Poster-B5 <b>E05</b> EJ	Tanasak Pheunghua (The Inventor Development Co., Thailand)	Application of 3D Substance-Field Modeling
			Poster-B6 <b>E14</b> EJ	Santad Khandipanichakul (Rayong Engineering & Plant Service Co., SCG, Thailand),	Psychological Inertia Applications
15:00- (10 min.)	Intermission				
15:10- (40 min.)	Double	RA	Oral-14 <b>J02</b> JE	Yoshiharu Isaka (IDEA Inc.)	Applying TRIZ to Solve Job-Related Problems ~Job Function Deployment and Enhancement of Innovative Power
		RB Ohta	Oral-15 <b>J03</b> JE	Shinsuke Kurosawa ( )	Five Main Discoveries of TRIZ
15:50- (5 min.)	Intermission				
15:55- (40 min.)	Double	RA	Oral-16 <b>J05</b> J	Ikuo Yoshizawa (The SANNO Institute of Management)	An Application of TRIZ Way of Thinking and Its Tools for Evolutionary Business Systems Construction
		RB Ima- saki	Oral-17 <b>J06</b> JE	[TRIZ Spreading/Use Study Group of Japan VE Association Kansai Branch] Masayuki Ishii (Sumitomo Electric Industries, Ltd.), Kazuyasu Ikeda (Sekisui Engineering Co., Ltd.), Hiraki Yoshitaka (GLORY LTD.), Ikuhiro Oyatani (Mazda Motor Corp.), Makoto Unno (Kawasaki Heavy Industries, Ltd.), et al.	Study of Development-type TRIZ Tool (part 5) Case Study on Laws of Engineering Systems Evolution
16:35- (5 min.)	Intermission				
16:40- (40 min.)	Double	RA	Oral-18 <b>J10</b> JE	Atsuko Ishida (Hitachi Consulting Co., Ltd.)	Reconstruction of a Business Solution by Abstracting a Current Problem Solving Result and Introducing Service Oriented Mind
		RB Ima- saki	Oral-19 <b>J15</b> JE	Yoshifumi Takahashi (Willfort International)	Intellectual property control as to avoidance of conflicts and creation of improved invention - "suspension substrate with a circuit" as a case example -
17:20- (10 min.)	Closing	RA JE	Closing	Yuji Mihara (Vice Chairman of Board, Japan TRIZ Society)	Closing Address

Finish at 17:30

Note: Language:

- J: Presentation in Japanese, Projection of Japanese slides
- J (E): Presentation in Japanese, Projection of Japanese slides; English slides in USB Proceedings.
- JE: Presentation in Japanese, Projection of Japanese and English slides in parallel
- EJ: Presentation in English, Projection of Japanese and English slides in parallel,
- E: Presentation in English, Projection of English slides