



Aug. 27, 2012 Program Committee (TN & YK)

Advance Agenda

The Eighth TRIZ Symposium in Japan, 2012

Held by: The Japan TRIZ Society, NPO (JTS)
Sponsored by: Japan Creativity Society
Supported by: Japan Society of Design Engineering; Business & Technology Daily News
Date: September 6, 2012 (Thu.) through September 8, 2012 (Sat.)
Place: Waseda University (Building 55, Nishi-Waseda Campus),
 3-4-1, Okubo, Shinjuku-ku, Tokyo 169-8555, Japan
Main Theme: Realize Your Dream with TRIZ Thinking!

(Fourth announcement Subject to change. Honorifics omitted.)

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

- (A) Seminar (in Japanese) First day (Sept. 6, Thu.)
- (B) Seminar (in English) First day (Sept. 6, Thu.)
- (C) Conference (in Japanese & English) Second and Third days (Sept. 7, Fri. - Sept. 8, Sat.)

(A)(B)(C) Joint session on the First day (Sept. 6, Thu.) 16:40 - 20:00
 for Special Invited Lecture (K. Yumino) and Group Discussions.

The 8th TRIZ Symposium in Japan, 2012 Agenda Outline (4th Announcement: Aug. 25, 2012)

	First Day: Sept. 6 (Thu) Seminars (A) (B)	Second Day: Sept. 7 (Fri) Conference (C)	Third Day: Sept. 8 (Sat)
	(A) Seminar (in Japanese)	(B) Seminar (in English)	9:00 Pre-session 8:30 Japan TRIZ Society General Meeting
Morning	10:00 Tutorial 12:00	10:00 Opening Keynote Lecture Special Invited Talk Group Photo 12:00	10:00 Presentations (Oral) 12:00
Afternoon	13:00 Special Interest Lectures 16:40 Joint session (A) (B) (C) Special Invited Lecture	13:40 Presentations (Oral) Presentations (Oral) Presentations (Oral) 18:10	13:00 Presentations (Poster) 14:50 Presentations (Oral) Concluding Discussion Closing 16:40
Evening	18:00 Supper Joint session (A) (B) (C) Group Discussions 20:00	18:30 Buffet Dinner & Communications 20:30	

First Day (Sept. 6, 2012), Thursday (A) Seminar (in Japanese)

Time – (duration)	Style	Room Lang.	Item Paper No.	Author(s) (Affiliation(s)) (○: Presenter)	Title of Presentation
9:20 –			Registration		
10:00– (120 min.)		RA J	Tutorial JI05	Hajime Kasai (IDEA Co.)	Tutorial: Basics and Usage of TRIZ
12:00– (60min.)	Lunch	Cafeteria (Bld. 63)			
13:00– (60min.)		RA J (E)	Special Interest Talk JI06	Shinsuke Kurosawa ()	“Physical Contradiction” – A study
14:00– (60min.)		RA J (E)	Special Interest Talk JI07	Fumiko Kikuchi (Pioneer Corp.), Coordinator: Setsuo Arita (Hitachi)	Introduction of cases using TRIZ in corporations
15:00– (20min.)	Intermission				
15:20– (15min.)		RA J (E)	Special Interest Talk JI08	Coordinator: Toru Nakagawa (Osaka Gakuin Univ.)	How Can We Proliferate TRIZ among Younger People? -- Education and Training Experiences of Problem Solving with TRIZ
15:35– (20min.)		RA J (E)	Special Interest Talk JI09	Akihiko Ikeda (Kanagawa Inst. of Tech. and Sony), Masao Ishihama (Kanagawa Inst. of Tech.)	Report of Lecture Series on Invention at a Graduate School: Aimed for Revival of Japan as a Nation of Outstanding Technology
15:55– (25min.)		RA J (E)	Introduction JI10	Shigeomi Koshimizu (AIIT)	TRIZ/USIT Education for Younger People
		RA J (E)	Introduction JI11	Shigeru Kasuya (Yamaguchi Univ. & Proengineer);	“Creation design engineering” project at Yamaguchi University
		RA J			Discussion
16:20– (20min.)	Intermission				

Note: A Joint Session of (A) (B) and (C) will be held for after the intermission, without extra fees.

First Day (Sept. 6, 2012), Thursday (B) Seminar (in English)

Time – (duration)	Style	Room Lang.	Item Paper No.	Author(s) (Affiliation(s)) (○: Presenter)	Title of Presentation
9:20 –			Registration		
10:00– (120min.)		RB E	Advanced Seminar EI02	Denis Cavallucci (INSA-Strasbourg, France)	From TRIZ to Inventive Design Method (IDM): towards a formalization of Inventive Practices in R&D Departments
12:00–	Lunch	Cafeteria (Bld. 63)			

(60min.)					
13:00- (120min.)		RB E	ibid	ibid	ibid (continued)
15:00- (20min.)	Intermission				
15:20- (60min.)		RB E (J)	ibid	ibid	ibid (continued)
16:20- (20min.)	Intermission (Moving)				

Note: A Joint Session of (A) (B) and (C) will be held for after the intermission, without extra fees.

First Day (Sept. 6, 2012), Thursday Late afternoon (A)(B)(C) Joint Session

Time - (duration)	Style	Room Lang.	Item Paper No.	Author(s) (Affiliation(s)) (○: Presenter)	Title of Presentation
16:40- (60min.)	Plenary	RA J E	Special Invited Lecture JI04	Kenichi Yumino (President of Japan Creativity Society; Emeritus Professor of Shizuoka Univ.)	Educating Creativity: Making the foundation for disseminating creation techniques
17:40- (20min.)	Intermission Move to Cafeteria (Bld. 63)				
18:00- (30min.)	Supper	Cafeteria (Bld. 63)			
18:30- (90min.)	Group Discussions (3 groups in parallel)	E (J)	Group A	Coordinator: Manabu Sawaguchi (Waseda Univ.)	Further Extension of TRIZ and its Applications in Industries
		J	Group B	Coordinator: Mamoru Zenko (IDEA)	Introduction, Application, and Proliferation of TRIZ in Industries
		EJ, E, J	Group C	Coordinator: Toru Nakagawa (OGU)	How to Proliferate and Teach TRIZ to Younger People

Finish 20:00

Second Day (Sept. 7, 2012), Friday (C) Conference (in Japanese and English)

Time – (duration)	Style	Room Lang.	Item Paper No.	Author(s) (Affiliation(s)) (○: Presenter)	Title of Presentation
8:30 –			Registration		
9:00 – (40min.)	Pre-session	RB E	Self-introduction	Coordinator: Shinsuke Kurosawa	Self-introduction by participants (in English)
9:40 – (15min.)	Intermission				
9:55 – (5min.)		RA JE	Announcement		
10:00 – (20min.)	Plenary	RA JE	Opening JI01	Toshihiro Hayashi (Chairperson of Board, Japan TRIZ Society)	Opening Address
10:20 – (10min.)		RA JE	Opening JI03	Hiroshi Yamakawa (Waseda University)	Welcome Message
10:30– (60min.)	Plenary	RA EJ	Keynote Lecture EI01	Denis Cavallucci (INSA-Strasbourg, France)	How TRIZ can contribute to a paradigm change in R&D practices
11:30– (30min.)	Plenary	RA EJ	Special Invited Talk EI02	Jeongho Shin (eTRIZ, Korea)	How to learn TRIZ with ease and fun
12:00– (20min.)	Single	RA JE	Oral-1 J14	Yoshinori Takagi (Sony Corp.)	Symbolize TRIZ 40 Principles
12:20– (15min.)			Taking a photo	All participants	Taking a photo of the participants
12:35– (65min.)	Lunch	Cafeteria (Bld. 63)			
13:40– (30min.)	Double	RA JE	Oral-2 J04	Takashi Ogata and Kazuhiro Fujikawa (OLYMPUS Corp.)	Promotion of scientific methods including TRIZ (Part 2) Provision of various solutions and visualization for technical issues
		RB EJ	Oral-3 E06	Eyad Khalifeh、Shireen Al-Jaouni (Al-Quds University, Jerusalem)	The impact of TRIZ application on achieving a competitive advantage in UNDP's economic empowering program, DEEP Project.
14:10– (30min.)	Double	RA JE	Oral-4 J12	Narumi Nagase (SONY Corp.)	Proposal of how to work out your ideas using TRIZ method
		RB EJ	Oral-5 E11	Eunkyung Kwon (Kaywon School of Art and Design, Korea), ○ Jiyoung Han (Daejin University, Korea), and Seung-Hyun Yoo (Ajou University, Korea)	A Case Study of Application of TRIZ into Convergent Education of Engineering and Art
14:40– (30min.)	Double	RA JE	Oral-6 J19	Shigeru Kasuya (Yamaguchi Univ. & Proengineer)	Devised contents in the elaboration stage of the "Creation design engineering" project currently taught at Yamaguchi University
		RB EJ	Oral-7 E12	Sung-Ho Park, Kisoo Kim*, Young-Hwan Park (POSCO,	Development of a Contradiction Matrix for the Strategy TRIZ using Thirty-Six

				Korea)	Stratagems
15:10- (15min.)	Intermission				
15:25- (30min.)	Double	RA JE	Oral-8 J03	[TRIZ Spreading/Use Study Group of Japan VE Association Kansai Branch] Manabu Mizobuchi (Panasonic), Makoto Unno (Kawasaki Heavy Industries), Kazuyasu Ikeda (Sekisui Engineering Co.), Hironori Souda (Panasonic), et al.	Study of Development-type TRIZ tool (part 6) Case Study on Smart Little People (SLP)
		RB JE, EJ	Oral-9 J28	Rikie Ishii (IDEAPLANT, Japan), Jaeho Park (Yeungnam University, Korea)	An Idea Generation Workshop with TRIZ Cards (Chie Cards)
15:55- (30min.)	Double	RA JE	Oral-10 J10	[Business & Management TRIZ Application Sub-Team, Japan TRIZ Society] Ikuo YOSHIZAWA (SANNO Inst. of Management), Hisataka IZAWA (Sony Corp.), Fumiko KIKUCHI (Pioneer Corp.), Yasuo MORIYA (FUJITSU Advanced Technologies), and Osamu IKEDA (NIKON Imaging System Inc.)	Analyze "Hot Sellers, Services" with TRIZ, and Investigate the Creation Method for a New Product and Service
		RB JE	Oral-11 J29	Shuitiro Ono, Tsutomu Ohta, Yutaka Sirai, Hiroyuki Ono (Chiba Institute of Technology)	The Equation of Creation - An educational program on creativity developed for small business -
16:25- (15min.)	Intermission				
16:40- (30min.)	Double	RA JE	Oral-12 J01	Yoshiharu Isaka (IDEA Inc.)	Redesign by Reducing the Number of Parts through TRIZ: Break Away from Existing Designs and Enhance Competitiveness on Cost
		RB EJ	Oral-13 E10	Seung-Hyun Yoo, Se-Chul Jeong, Kyung-Yeol Lee, and Dong-Gun Moon (Ajou University, Korea)	A suggestion on the revolutionary engineering education by using TRIZ effects module
17:10- (30min.)	Double	RA JE	Oral-14 J25	Kenji Nishimura, Masakazu Kuroki, Mayumi Ikeda, and O Takuji Yamamoto (Shinwa Controls Co.)	Reduction of Footprint Size of Industrial Air Conditioner through TRIZ
		RB JE	Oral-15 E09	Marco A. de Carvalho, Jônathas G. B. Grillo, and Rodolfo K. Tessari (Federal University of Technology - Paraná (UTFPR), Brazil)	IDEATRIZ: New Product Ideation Methodology and Software
17:40- (30min.)	Double	RA JE	Oral-16 J24	Shigeomi Koshimizu (Advanced Inst. of Industrial Technology)	TRIZ/USIT Education at AIIT

		RB JE	Oral-17 J02	Heikan Izumi (IZUMI Products Co.), Manabu Sawaguchi (WASEDA Univ.)	Design Improvement Methods based on Expert Engineers' Thinking Way: Analysis of Expert Engineers' Thinking Way based on TRIZ
18:10- (20min.)	Intermission Move to Cafeteria (Bld. 63)				
18:30- (120min.)		Cafeteria (Bld. 63) E & J	Buffet Dinner & Communications		(Reception, without seating, free communication)

Finish 20:30

Third Day (Sept. 8, 2012), Saturday (C) Conference (in Japanese and English)

Time - (duration)	Style	Room Lang.	Item Paper No.	Author(s) (Affiliation(s)) (○: Presenter)	Title of Presentation
8:15 -			Registration		
8:30 - (60min.)	Meeting	RA J		Japan TRIZ Society, NPO General Assembly Meeting	(JTS Members only)
9:30- (30min.)	Intermission				
10:00- (30min.)	Double	RA JE	Oral-18 J27	Shinsuke Kurosawa ()	Positioning of TRIZ in the system of the Science
		RB JE	Oral-19 J05	Koichi Makino and Manabu Sawaguchi (Waseda Univ.)	An idea quantity evaluation method for idea generation methodology
10:30- (30min.)	Double	RA JE	Oral-20 J08	Toru Nakagawa (Osaka Gakuin Univ.)	Multiple Modeling to Set Up the Problems/ Tasks: Establishing and Penetrating the Methodology of Creative Problem-Solving/ Task-Achieving
		RB JE	Oral-21 J07	Takeshi FURUMOTO (Sanno Institute of Management)	Optimization of Sales operations based on TRIZ - at the knowledge-creating Representative Company A-
11:00- (30min.)	Double	RA JE	Oral-22 J20	Manabu Sawaguchi (WASEDA Univ.)	The Possibility of the Workshops for Engineers based on TRIZ to Facilitate Innovation Power
		RB JE	Oral-23 J06	Shunsuke MIGITA (Resonance IP Firm)	Application of I-TRIZ for "invention strategies"
11:30- (30min.)	Double	RA JE	Oral-24 J22	Tetsuaki Nakamikawa (Hitachi)	A Simple Method for Future Technology Prediction
		RB J	Oral-25 J26	Hiroshi Hasegawa (Shibaura Inst. of Tech.)	Creative and Inventive Thinking Process for Promoting a Qualitative Change
12:00- (60min.)		RA, RB		Lunch (box lunch in the conference rooms)	
13:00- (25min.)	Plenary	RA JE, EJ	Introduction to Posters	All the presenters of the Poster Session	Introduction to the Poster Presentations
13:25- (5min.)	Moving				
13:30- (60min.)	Posters and Demos (in parallel)	Poster Room J	Poster P1 J09	[The Intellectual Property creation research subcommittee of Japan TRIZ Society] ○ Kimihiko HASEGAWA, Toshio KATAOKA, Shigeru SUZUKI, Nozomu TAKEUCHI, Narumi NAGASE, and Toshiaki MASAKI	Invention value evaluation according to patent information and market information (The 2nd version): "electrical toothbrush" as a case example
		ibid JE	Poster P2 J11	Toshio TAKAHARA ()	Radical Thinking for Enumeration and Resolving Differences
		Poster Room JE	Poster P3 J15	Hirotake Makino (MPUF USIT/TRIZ Study Group)	A trial to use TRIZ for risk management
		ibid EJ	Poster P4 E01	Santad Khandipanichakul (Rayong Engineering & Plant Service Co., SCG, Thailand)	Application of TRIZ and Enneagram Methodology

		ibid EJ	Poster P5 E02	Vithayavut Sereeviriyakul (Siam Fibre Cement Co., Thailand), Jaran Sabseree (SCG Center of Excellence and Sustainability Development, Thailand)	Rearranging the Packaging of Roof Tiles to reduce damages and to save storage areas
		ibid EJ	Poster P6 E04	Kosit Noorit; Preecha Ladjampa (Nawaplastic Industries Co., SCG Group, Thailand)	The New Process Technology for Making Natural Surface on WPC Deck
		ibid EJ	Poster P7 E07	Eyad Khalifeh (Arab Amman University, Jordan)	The impact of Inventive Managerial Problem Solving Technique “xTRIZ” on achieving a competitive advantage in some industrial companies in Jordan
14:30- (20min.)	Intermission				
14:50- (30min.)	Double	RA JE	Oral-26 J21	Satoshi Okada and Setsuo Arita (Hitachi)	Development of Methods Cooperating TRIZ and KT
		RB JE	Oral-27 J23	Hideaki Kosha (USIT Manufacturing Technology Support)	Method for structuring powerful technological barrier from prior pinpoint patents (Application of Fujifilm style USIT’s thinking way on the square rice cake patents)
15:20- (30min.)	Double	RA JE	Oral-28 J13	[MPUF (Microsoft Project Users Forum) USIT/TRIZ Study Group Working Group] ○Hisao Kobayashi (THK Co.), Kazushige Aoki *, Tatsuhiko Atsuta *, Shoichi Ishii (THK Co.), Hideki Ohmori *, Fumiko Kikuchi (Pioneer Corp.), Takashi Shikata (KUBOTA Corp.), Noritaka Nakayama*, Hirotake Makino *, Yuji Mihara (Creative Technology Institute Co.) * Member of USIT/TRIZ Study Group, whose affiliation is not shown.	Application of USIT to the Problem of Seismic Isolation of Water Tank
15:50- (5min.)	Intermission (Moving the room)				
15:55- (35min.)	Single	RA J, E	Closing Discussion	Coordinator: Toru Nakagawa (Osaka Gakuin Univ.)	What should we do for making TRIZ fresh and attractive for younger people?
16:30- (10min.)	Closing	RA JE	Closing	Yuji Mihara (Vice Chairman of Board, Japan TRIZ Society)	Closing Address

Finish at 16:40

Note: Language:

J: Presentation in Japanese, Projection of Japanese slides

J (E): Presentation in Japanese, Projection of Japanese slides; English slides in the digital 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