

# **The Fifth TRIZ Symposium in Japan, 2009**

***-Toward a New Creative Era with TRIZ-***

**Sept. 10~12, 2009**

**at National Women's Education Center (NVEC), Saitama, Japan**

## **On Opening the Symposium**

**September 10, 2009**

**Toshihiro Hayashi**

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

E-mail : [info@triz-japan.org](mailto:info@triz-japan.org) URL: <http://www.triz-japan.org/>

# **Purpose & Aims of this 5<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 to enhance penetration, promotion and application of TRIZ**
- 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**
- 4) The theme:**

***Toward a New Creative Era with TRIZ!***

# Growth & Process of TRIZ symposia in Japan

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

# Features of this 5<sup>th</sup> symposium

**High quality and rich quantity in spite of  
the unprecedented serious economic environment**

- 1) 2 Keynote lectures from abroad  
2 pre-sessions for novices and experienced**
- 2) Number of presentations is 42 (including 2 Keynote lectures) ,  
around the same as the previous year**
- 3) Wide and deep interaction through 2 types of presentations, namely,  
parallel oral sessions and poster sessions**
- 4) 14 presentations from 8 foreign countries ( Malaysia, Italy, Germany,  
USA, England, Austria, Korea, Taiwan ) will be delivered,  
which shows also the internationality of this symposium**
- 5) Expansion of TRIZ applicable scopes & ages :  
Presentations from big companies, SME to public research institutes  
Increase in case studies of non-industrial arena from presentations  
of industrial arena**
- 6) Interpretation / slide translation support by JTS volunteers**

# Keynote Lectures of TRIZ Symposium 2009 in Japan

## Keynote Lecture 1:

*Use of TRIZ for Prediction  
of the Future of Technological Systems*

*- Mr. Boris Zlotin -*

*(TRIZ Master, Ideation International Inc, USA)*

## Keynote Lecture 2:

*TRIZ: Necessary but Not Sufficient:  
Customers and Theories of Everything*

*- Mr. Darrell Mann -*

*(Systematic Innovation Ltd., UK)*

# Participants breakout transition through 1<sup>st</sup> to 5<sup>th</sup> TRIZ Symposium in Japan

			2005 (1)	2006 (2)	2007 (3)	2008 (4)	2009 (5)
<b>Presenters</b>	<b>Japan</b>	<i>University/ research institute</i>	1	6	3	4	↗ 5
		<i>Industries</i>	9	10	10	10	→ 10
		<i>Personal, study group and others</i>	2	2	6	10	↘ 6
		<i>Service providers</i>	5	5	5	8	→ 7
	<i>Overseas</i>		3	11	10	14	→ 14
	<b>Total</b>		20	34	34	46	↗ 42
<b>Tutorials</b>					2	2	2
<b>Attendees *</b>	<i>Industries users (except IP)</i>		71	94	142	97	↘ 62
	<i>Education/consulting</i>		9	43	42	40	→ 50
	<i>TRIZ tool vendors</i>		15	2	1	7	↘ 4
	<i>Others (IP, IT, personal etc.)</i>		9	8	10	23	↘ 16
	<b>Total</b>		104	147	195	167	↘ 132
<b>Final attendees</b>				157	204	180	↘

( \* including presenters, based on advance registration ) (as of Aug. 28, 2009 )

# 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:

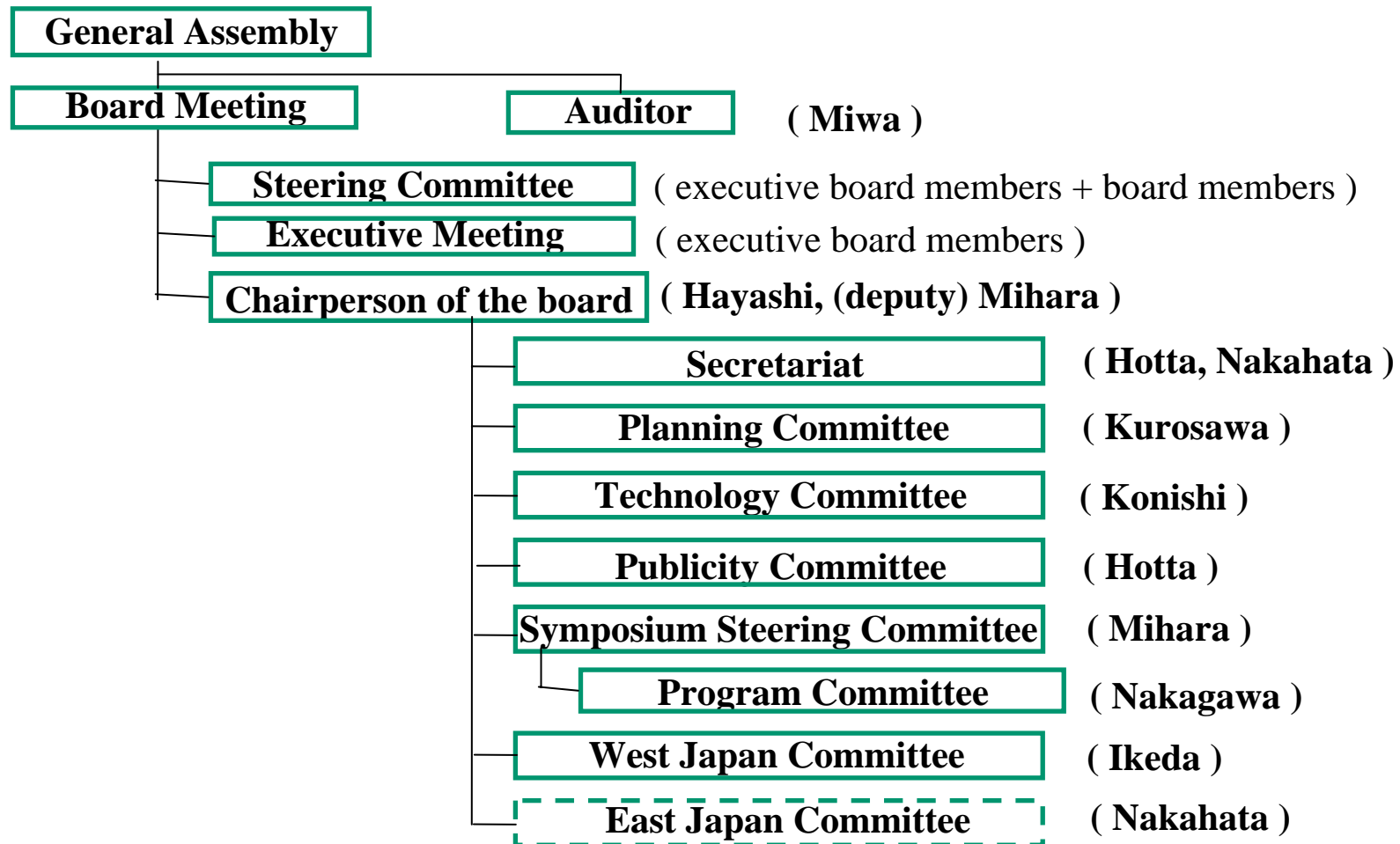
**Government-approved Voluntary Activities  
by registered TRIZ-minded members**

- 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 : 128 ( 2007 ), 123 ( 2008 ), 120 ( 2009 forecast )**  
**Patronage : 1 ( 2007 ), 2 ( 2008 ), 1 ( 2009 )**

**2. Organization:** ( as of June 30, 2009 )



# 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**
- **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

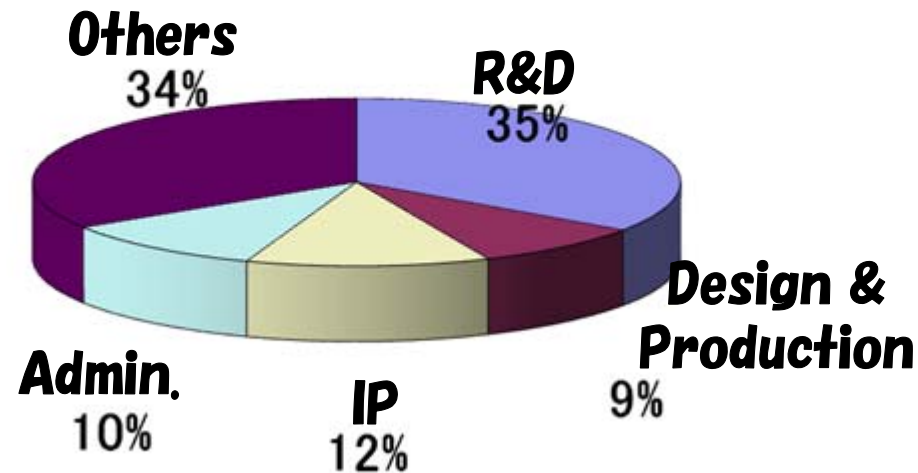
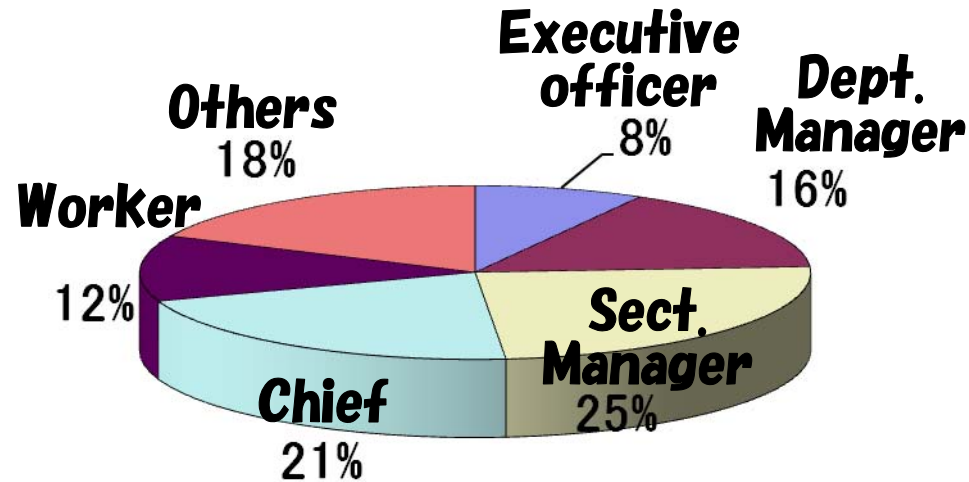
- Seminars holding by joint hosting / endorsement / co-sponsorship  
with cooperative organizations

## 4. Development of publication contents

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

# **Summary & analysis of the questionnaire in TRIZ Symposium 2008 (Portion)**

# From the questionnaire in TRIZ Symposium 2008 (Position of Attendees)



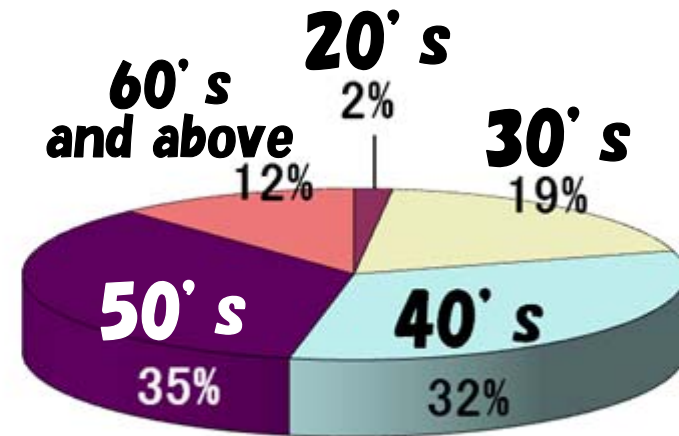
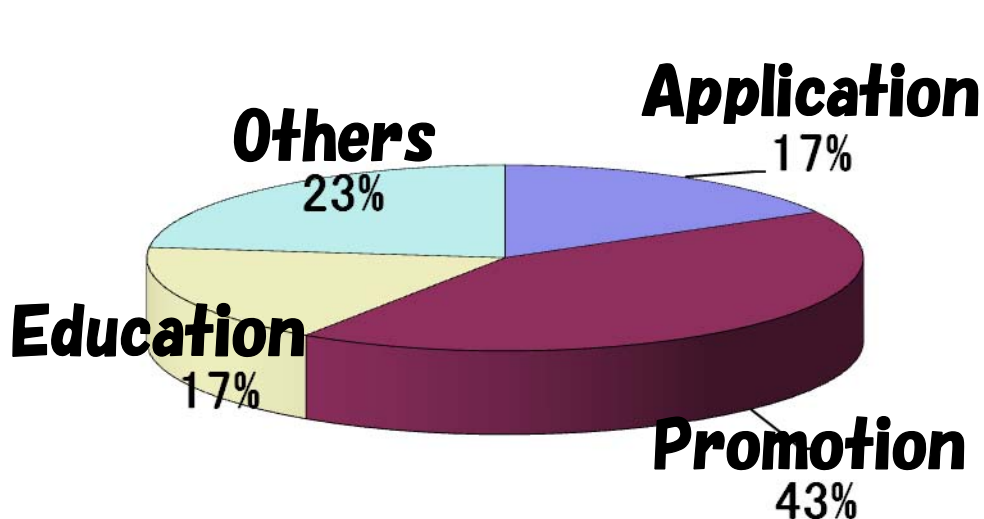
**What is your position?**

**→ Half of all were  
Sect. Managers or above**

**Where do you belong to?**

**→ 1/3 of all  
belonged to R&D**

# From the questionnaire in TRIZ Symposium 2008 (Position of Attendees, Age Distribution)



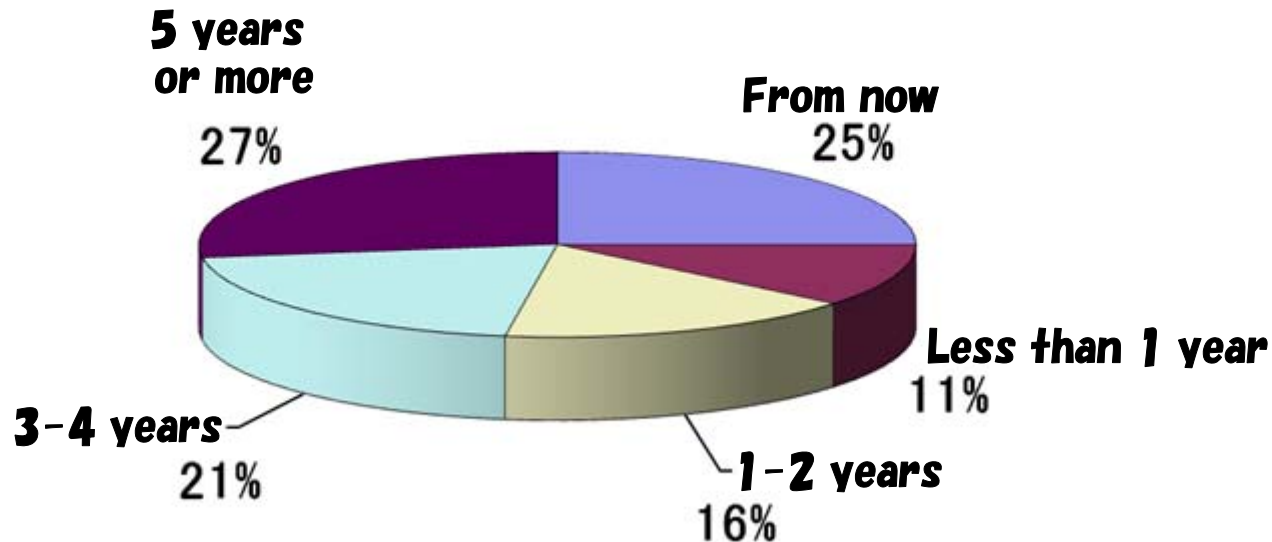
**How are you related with TRIZ?**

→ **60% were related with Promotion/Education**

**How old are you?**

→ **Half of all were in the 50's or above**

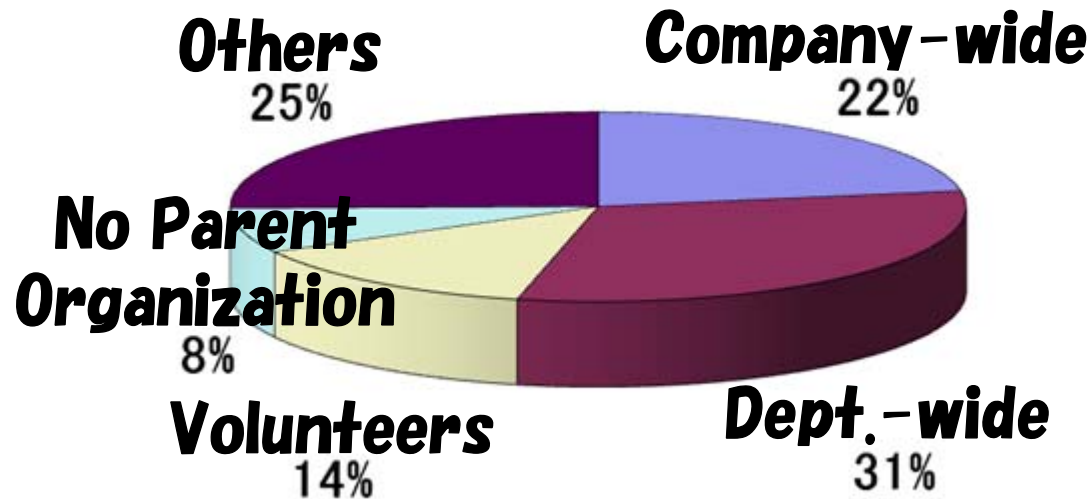
# From the questionnaire in TRIZ Symposium 2008 (Years of TRIZ Experience)



**How long are you utilizing TRIZ?**

**→ Half of all were utilizing TRIZ  
for 2 years or less**

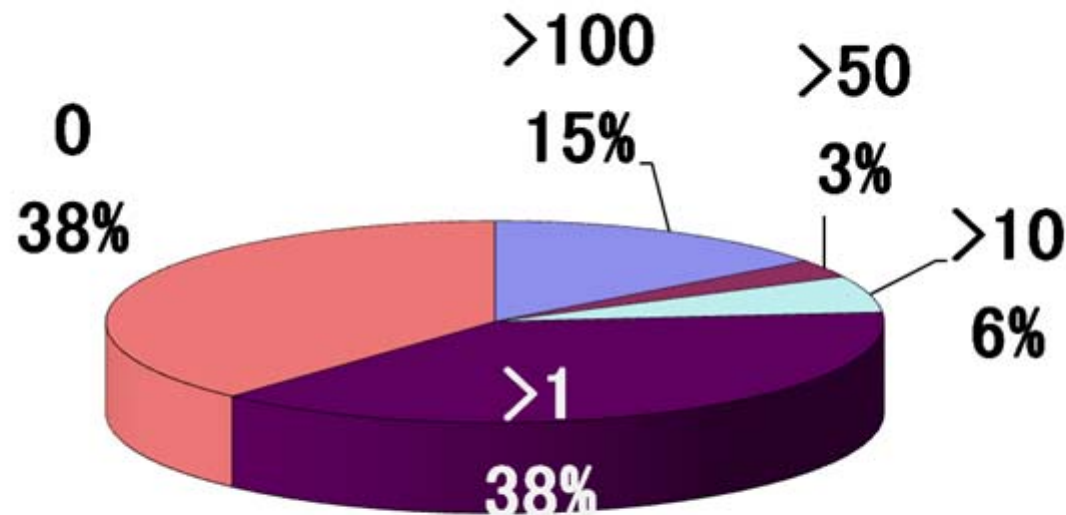
# From the questionnaire in TRIZ Symposium 2008 (TRIZ Promotion System)



**How is your promotion system of TRIZ?**

**→ Around 20% had  
a company-wide promotion system**

# From the questionnaire in TRIZ Symposium 2008 (No. of TRIZ Applications)



**75% of all had  
10 or less**

# Preparation organization and collaborators of TRIZ Symposium 2009 in Japan (1)

Overall management : T. Hayashi

## Preparation organization

*(Symposium steering committee)*

**Chairperson** : Y. Mihara

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

*(Program committee)*

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

**Member** ( and poster session arrangement) : K. Ikeda

**Member** ( and local arrangement for participants from abroad) : T. Shonai

**Member** : Y. Fukushima

Collaborators : S. Kurosawa, K. Nakahata, T. Masaki,  
F. Kikuchi, T. Kataoka, K. Hasegawa,  
M. Unno, M. Zenko, A. Inoue(Toshiba), T. Ohta

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 2009 in Japan (2)

## Volunteers for Interpretation / Slide Translation

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

M. Ishihama (Kanagawa Institute of Technology)

T. Kamimura (WILLFORT INTERNATIONAL PATENT ATTORNEYS)

*(Translation to Japanese)* : Y. Konishi, S. Kurosawa, T. Ohta,

M. Unno, K. Nakahata, F. Kikuchi,

T. Masaki, T. Nakagawa, T. Oka,

A. Inoue (Toshiba), T. Takahara (Individual),

K. Ichikawa (Individual), A. Ishida (Hitachi Consulting)

*(Translation to English)* : T. Nakagawa, Y. Konishi, T. Shonai

S. Arita (Hitachi), K. Tsuwako (Hitachi GST)

[ Titles from names omitted ] [ INPO ]

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

**Thank you  
for your attention**