

MYTRIZ 2010 CONFERENCE

Generating Growth
through systematic innovation

In Partnership
With



■ **Date** 26th - 28th October 2010

■ **Time** 8.30 am - 5.00 pm

■ **Venue** Empire Subang Hotel
Selangor, Malaysia



DAY 1

Conference

26 October 2010
 Tuesday

0830	Registration & Breakfast
0930	Welcome Remarks Datuk Badlisham Ghazali <i>MDeC, CEO</i>
0955	Keynote 1: TRIZ Proliferation and its impact on development of Innovative Society Dr. Mark G. Barkan <i>President of International TRIZ Association</i>
1030	Topic 1: The dynamics of national innovation systems and their relation to international knowledge flows: a study of South East Asia nations Mr. Gernot Hutschenreiter <i>Directorate for Science, Technology and Industry, Organisation for Economic Co-operation and Development (OECD)</i>
1105	Break
1135	Topic 2: Innovation and its impact on business and society Mr. Praveen Vishakantaih <i>President, Intel India</i>
1210	Topic 3: How innovation helps Taiwan growth Dr. Yong-Chie Heng <i>General Director, International Business Center, Industrial Technology Research Institute (ITRI), Taiwan</i>
1245	Lunch

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1400	Panel Discussion 1: Importance of systematic innovation in driving nation transformation Moderator Ms. Ng Wan Peng <i>COO, MDeC</i> Panelists Dr. Mark Barkan <i>International TRIZ Association</i> Mr. Atul Bhargava, <i>Intel Malaysia</i> Dr. Daniel Sheu <i>Society of Systematic Innovation Taiwan</i> Dr. TS Yeoh, <i>My TRIZ</i>
1500	Topic 4: Introduction to Systematic Innovation: from the first step to the real use of TRIZ in Malaysia Dr TS Yeoh <i>President, Malaysia TRIZ Innovation Association and Intel Principal Engineer</i>
1535	Break
1605	Keynote 2: TRIZ and Systematic Innovation: Overview of knowledge, status and development strategies in Taiwan and beyond Dr. Daniel Sheu <i>President of The Society of Systematic Innovation Taiwan</i>
1700	End of Day 1/Networking Session

DAY 2

Conference

27 October 2010
Wednesday

0830	Breakfast	
0930	Keynote 3: TRIZ and Innovation Culture at Samsung Dr. SeHo Cheong <i>Senior Managing Director Samsung Mobile Display</i>	<div> Date 26th - 28th October 2010 Time 8.30 am - 5.00 pm Venue Empire Subang, Selangor </div>
1005	Topic 5: A practical application of TRIZ from Idea to Product Mr. Young Ju Kang <i>TRIZ Manager, POSCO</i>	
1040	Break	1255 Lunch
1110	Topic 6: Embracing an Innovation Culture in R&D – Experiences in MIMOS Mr. Sivalingam Muthupalaniappan <i>Director of Quality, MIMOS</i>	1400 Panel Discussion 2: Strategies and challenges in teaching and applying systematic innovation at universities and companies Moderator Dr Yew Kok Meng <i>Senior Manager, MDeC.</i> Panelists Dr. Mark Barkan <i>International TRIZ Association</i> Dr. Sergei Ikoenko, MIT Dr. Daniel Sheu <i>Society of Systematic Innovation Taiwan</i> Dr. Se Ho Cheong, Samsung En. Muhammad Imran Kunalan <i>MDeC</i>
1145	Topic 7: Is a degree worth anything in the future? Bringing on the creativity and innovation learning revolution at a leading university in Malaysia Dr. Rosni Abdullah <i>Dean of IT Faculty Universiti Sains Malaysia</i>	
1220	Topic 8: Teaching Innovation Technique and TRIZ at institution of higher learning Dr. Edwin Chung <i>Deputy Dean School of Engineering Taylor's College</i>	1500 Keynote 4: Science of Innovation: Direction for future TRIZ development and applications Dr. Sergei Ikoenko <i>Director and Chief Specialist Innovation Leadership Programs Massachusetts Institute of Technology</i>
		1545 Closing Remarks Dr TS Yeoh <i>President, Malaysia TRIZ Innovation Association</i>
		1600 Tea & Networking Session
		1700 End of Day 2

28 October 2010
Thursday

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DAY 3 Workshop Overview

Using TRIZ for competitive patent circumnavigation and other patent strategies



Dr. Sergei Ikoenko
*Director and Chief Specialist,
Innovation Leadership Programs,
Massachusetts Institute of Technology*

This one day workshop will focus on specific TRIZ application: using TRIZ for competitive patent circumnavigation and other patent strategies. Successful high technology companies recognize that a comprehensive intellectual property portfolio can be of substantial value. One key component of the intellectual property portfolio is patents. In view of this right many companies realize that a well-crafted patent portfolio may be used for a variety of objectives, such as bolstering market position, protecting research and development efforts, generating revenue, and encouraging favorable cross-licensing or settlement agreements.

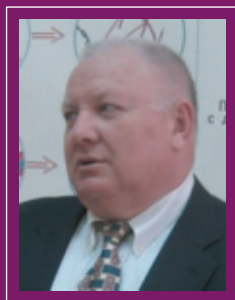
For companies that have developed original technology, a patent provides a barrier against a competitor's entry into valued technologies or markets. Thus, many companies that have developed pioneering technology or major improvement solutions are eager to obtain patent protection. There is a number of strategies that are widely used in patent practice. The workshop focuses on using different TRIZ tools to empower these strategies and give them another perspective.

The participants will learn how to:

- try and "patent around" a competitive patent (several strategies)
- strengthen your own patent application
- develop a firewall of dependent claims
- Learn a number of other applications of TRIZ tools for patent strategies.

The lecture part of the workshop is furnished with case studies from leading corporations – Hyundai Motor Company, KIA, Siemens, L'Oreal and etc. There will be a hands-on exercise on circumnavigation of a competitive patent. The workshop is accredited by the International TRIZ Association (MATRIZ).

Messaging



TRIZ Proliferation and its impact on development of Innovative Society

Dr. Mark G. Barkan

President of International TRIZ Association

With over 30 years of experience designing new and modifying existing systems, products and processes, Dr. Mark G. Barkan devotes most of his time to development of TRIZ based Process Analysis, Improvement and Synthesis. He has been particularly effective in enabling work teams to deliver rapid innovation at a fraction of time. Dr. Barkan was born in Kiev, Ukraine, and received his undergraduate degree, as well as M.S. and Ph.D. in mechanical engineering, at Moscow Technical University. After his arrival in the United States, he earned his MBA degree at Queens University (McCall School of Business) in Charlotte, N.C., where he has resided for over 30 years.

Throughout his career he has searched for unconventional ways to better a system he was working with. As a result, he has developed the process of Innovation on Demand, which has helped many clients to achieve great results in a short period of time. Dr. Barkan is the President of the International TRIZ Association. Lately, he devotes a lot of time to Education for a New Era, a project he started with several colleagues from around the world.

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Status & Prospects in Taiwan and Beyond

Dr. Daniel Sheu

*Professor, National Tsing Hua University &
 President, The Society of Systematic Innovation Taiwan*

Dr Daniel Sheu has extensive industrial experience prior to joining National Tsing Hua University. He has worked at several large Multinational Corporations such as Hewlett Packard, Motorola and Matsushita. With 9 years of industrial experience, 14 years of academic experiences and his expertise in TRIZ and systematic innovation, he has conducted more than 100 sessions of industrial training courses to more than 20 major companies. Dr. Daniel focused on work in the area of Electronic Factory Diagnostics, Semiconductor Equipment Management, Design Management and TRIZ. He received his undergraduate degree on Mechanical Engineering from National Taiwan University and obtained his master and Ph.D from State University of New York and University of California. He has an MBA from Kellogg Graduate School of Management, Northwestern University. He is presently the President of the Society of Systematic Innovation, Taiwan.

Messaging



TRIZ and Innovation Culture at Samsung

Dr. SeHo Cheong

Senior Managing Director, Samsung Mobile Display

Dr. SeHo Cheong joined Samsung in 1984. He was the first initiator of TRIZ implementation at Samsung. Since 2004, SeHo Cheong was the vice-president of Samsung Advanced Institute of Technology. He supervises and organizes interaction between 6 Sigma and TRIZ application for R&D. From 2007, he was the vice-president Corporate R&D Institute of Samsung Electro-Mechanics which is a leader of Solution Creation and R&D Innovation Group. Since 2009, he is senior managing director of Samsung Mobile Display. He is a qualified TRIZ Level 3. Mr. Cheong was educated at the Seong-Gyun-Gwan University in Seoul, Korea, and received his degree in Management and Industrial Psychology in 1984.

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Science of Innovation: Direction for future TRIZ development and applications

Dr. Sergei Ikovenko

Director and Chief Specialist, Innovation Leadership Programs, Massachusetts Institute of Technology

Dr. Sergei Ikovenko is a leading consultant and project facilitator in innovation technology of design. He has conducted more than 700 courses on innovation and TRIZ (Theory for Inventive Problem Solving) topics for Fortune 500 companies worldwide. Dr. Ikovenko is a Director of Innovation Leadership at a consulting firm GEN3Partners in Boston. He holds two doctorate degrees – a Ph.D in Industrial Engineering and Dr.-Eng. in Environmental Engineering and Sciences as well as Master degree in Patent Law. He is the author of more than 97 publications, and has received 87 patents in various engineering fields. Dr. Ikovenko has taught TRIZ since 1986 and is a TRIZ Master. He is the Vice-President of International TRIZ Association.

Presenters, Panelists & Moderators

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Datuk Badlisham Ghazali
CEO, MDeC



Mr. Praveen Vishakantaih
Intel India



Dr. Yong Chie Heng
ITRI Taiwan



Dr. TS Yeoh
Intel Malaysia



Ms. Ng Wan Peng
COO, MDeC



Mr. Atul Bhargava
MD, Intel Malaysia



Mr. Young Ju Kang
POSCO



Mr. Sivalingam M.
MIMOS



Dr. Rosni Abdullah
USM



Dr. Edwin Chung
Taylor's College



Dr. Yew Kok Meng
Senior Manager, MDeC



En. Muhammad Imran Kunalan Abdullah
GM, MDeC

Information

About myTRIZ Conference 2010

The myTRIZ Conference 2010 is the inaugural event organized by the Malaysia TRIZ Innovation Association. The event is co-organized and sponsored by Multimedia Development Corporation and Intel Malaysia. myTRIZ Conference 2010 strive to ignite the interest, share the best practices and encourage the usage of TRIZ methodology.

About myTRIZ Innovation Association (myTRIZ)

The Malaysia TRIZ Innovation Association (myTRIZ) is a non-profit organization that exists for the benefit of those who know the TRIZ methodology, want to learn TRIZ, and wish to apply TRIZ for the benefit of all mankind in the country. The Association aims to introduce, promote, teach, apply and grow the usage of TRIZ methodology.

Venue and Dates

Venue	Empire Subang Hotel Selangor, Malaysia
Conference	26th & 27th October 2010
Workshop	28th October 2010

Registration

Please sign on to www.seeuthere.com/TRIZ2010 to register.

Do advise us if you have any special dietary needs.

Payment Method – Conference Fee

All crossed cheque or bank draft should be made payable to Inno Planet Sdn. Bhd. Account number: Maybank 5128 0250 6251.

Cancellation Policy

Cancellations received in writing 30 days prior to the conference are eligible to a refund, subject to 15% cancellation charge. Cancellations received less than 30 days are not eligible for refund. Substitute attendees are however welcome.

Hotel Accommodation

Accommodation is not included in the conference fee. To make a reservation for accommodation at the event venue, do sign on to www.seeuthere.com/TRIZ2010 (same as the registration process) to reserve the room at special conference rate. Payment to be made directly to hotel.

Conference & Workshop Fees*

For Malaysia TRIZ Association members

Conference only	RM500 per delegate
Workshop only	RM500 per delegate
Conference & Workshop	RM800 per delegate

For non-members

Conference only	RM1,000 per delegate
Workshop only	RM1,000 per delegate
Conference & Workshop	RM1,600 per delegate

* Fee inclusive of conference & workshop documentation, luncheons and refreshments

For Further Information, please contact:

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