

# 7<sup>th</sup> TRIZ Symposium in Japan, 2011

*Let's Overcome Earthquake Disaster, Now!*

## Creative Person, Innovative Organization!

- ◆ **Date :** Sept. 8 (Thu.) – Sept. 10 (Sat.), 2011 (3 days)
- ◆ **Venue :** **Toshiba Kenshu Center ( Yokohama, Kanagawa )**,  
located at 20 minutes walk from JR Shinkansen **Shin-Yokohama Station** :  
[http://en.wikipedia.org/wiki/Shin-Yokohama\\_Station](http://en.wikipedia.org/wiki/Shin-Yokohama_Station)
- ◆ **Purposes:** Open conference for presenting and discussing on TRIZ and related areas.
  - To provide an opportunity for openly presenting, discussing, and communicating on TRIZ, a methodology for creative problem solving and innovation, and its related areas.
  - To encourage the improvement of the TRIZ methodology itself and to enhance penetration, promotion and application of TRIZ.
- ◆ **Official Languages:** Japanese and English (Parallel projection of slides in the two languages)
- ◆ **Main contents:** (See the Advanced Agenda on the reverse side.)

### 1<sup>st</sup> day, Sept.8 “Day for Seminar”

**Advanced Seminar, English track: 「GEN3 Innovation Discipline (G3:ID) - an Advanced, Business- Oriented TRIZ-based Methodology」** Simon Litvin (GEN3 Partners)

**Tutorial: “What is TRIZ?”** Yoshihisa Konishi (SKI) and others

**Topic Lecture: 「Position of TRIZ in the problem-solution tool system」**

Osamu Kumasaka (Kumasaka Professional Engineer Consulting Office)

「TRIZ Softwaretool, Current status and How to use」

Kiyoshi Shikakura (Invention Machine Japan K.K.),

Teruyuki Kamimura (Ideation Japan Inc.),

Masatoshi Hotta (SKI)

「USIT: A New Paradigm for Creative Problem Solving」

Toru Nakagawa (Osaka Gakuin University)

### 2<sup>nd</sup> and 3<sup>rd</sup> day, Sept.9 and 10 “Days for Conference”

**Keynote Lecture :** “Main Parameters of Value: TRIZ-based Tool Connecting Business Challenges to Technical Problems in Product Process Innovation” Simon Litvin (GEN3 Partners)

**Invited Lecture :** “Equivalent Transformal Thinking ”

Shunsuke Suzuki (Equivalent Transformal Thinking Society)

**Contributed: Oral presentations (40 min. each, double tracks)**

**Poster presentations (in 2sessions, 80 min./session)**

24 presentations from Domestic Japan, 8 from Overseas

- ◆ **For presenters:** Final manuscripts due: Jul. 25, 2011 (Mon.) 18:00 JST, Send via email to: [sympo@triz-japan.org](mailto:sympo@triz-japan.org)
- ◆ **Fees:** ¥62,900 for the whole program with Advanced Seminar  
See our Web site for details of options, presenter discounts, etc.
- ◆ **Registration:** Early discount due: Jul. 15, 2011 (Fri.), Final due: Aug. 24, 2011 (Wed.)  
Fill in and send us the Registration Form and Position Paper ( if you need Invitation Letter for Visa )  
posted in our Web site. Send via email to: [info@triz-japan.org](mailto:info@triz-japan.org)
- ◆ **Cancellation policy:** Cancellation fees apply as follows;  
**30% of fee** from Aug.26 17:00 to Sep.6 17:00, **Entire fee** after Sep.6 17:00.
- ◆ **Disclaimer:** Japan TRIZ Society is not responsible to any damage of participant produced by cancellation or any change of program by the uncontrollable reason such as natural disaster, epidemic, instructions of government offices, etc.