

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

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Purpose & Aims of this 5th 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
First	Japan TRIZ CB	Sept. 1 - 3, 2005	Laforet Shuzenji, Izu, Shizuoka	104	20
Second	ditto	Aug. 31 - Sept. 2, 2006	Panahills Osaka, Suita, Osaka	157	34
Third	ditto	Aug. 30 - Sept. 1, 2007	TOSHIBA Education & Training Institute, Shinyokohama	204	34
Fourth	Japan TRIZ Society (JTS)	Sept. 10 - 12, 2008	Laforet Biwako, Moriyama, Shiga	180	46
Fifth	ditto	Sept. 10 - 12, 2009	National Women's Education Center (NVEC), Saitama	132	42

Features of this 5th 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 1st to 5th TRIZ Symposium in Japan

			2005 (1)	2006 (2)	2007 (3)	2008 (4)	2009 (5)
Presenters	Japan	<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
	Overseas		3	11	10	14	→ 14
	Total		20	34	34	46	→ 42
Tutorials					2	2	2
Attendees *	<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
	Total		104	147	195	167	↘ 132
Final attendees				157	204	179	↘

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

TRIZ Symposium 2009 in Japan (10/09/2009 - 12/09/2009)

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:

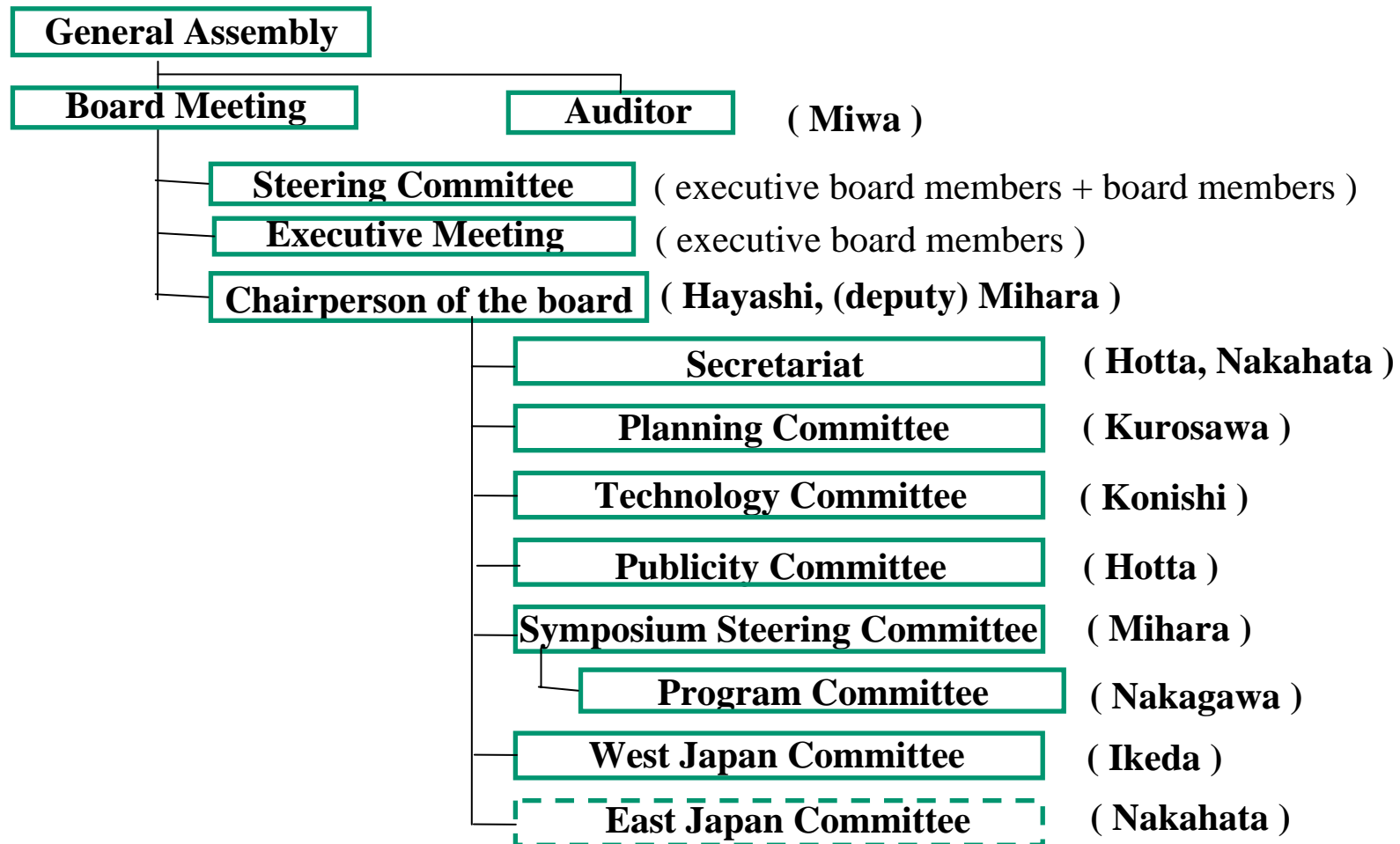
**Government-approved Voluntary Activities
by registered TRIZ-minded members**

- 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

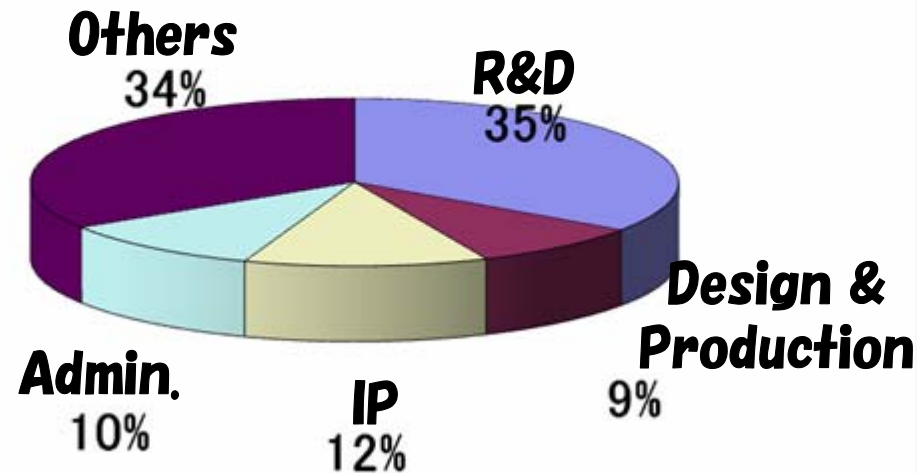
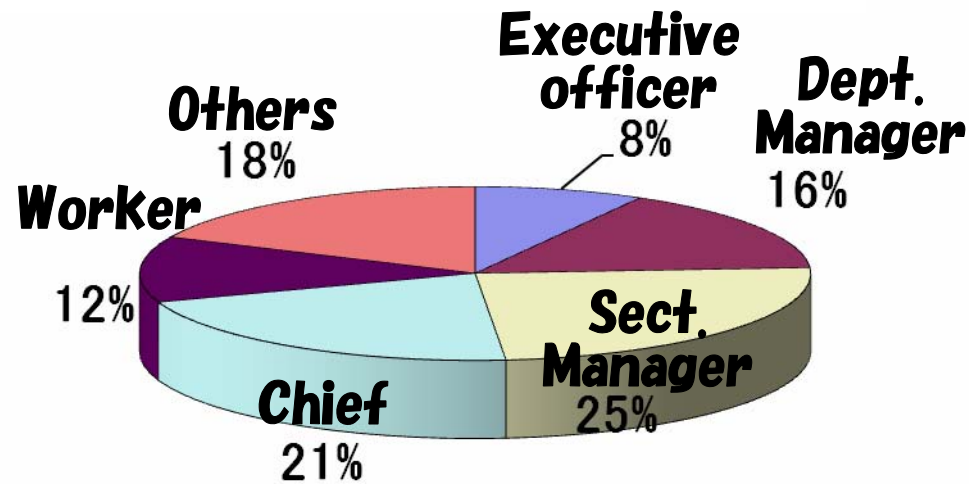
- Seminars holding by joint hosting / endorsement / co-sponsorship
with cooperative organizations

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)



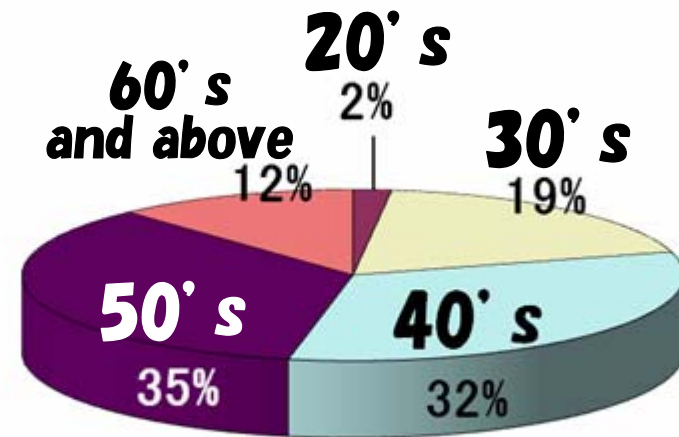
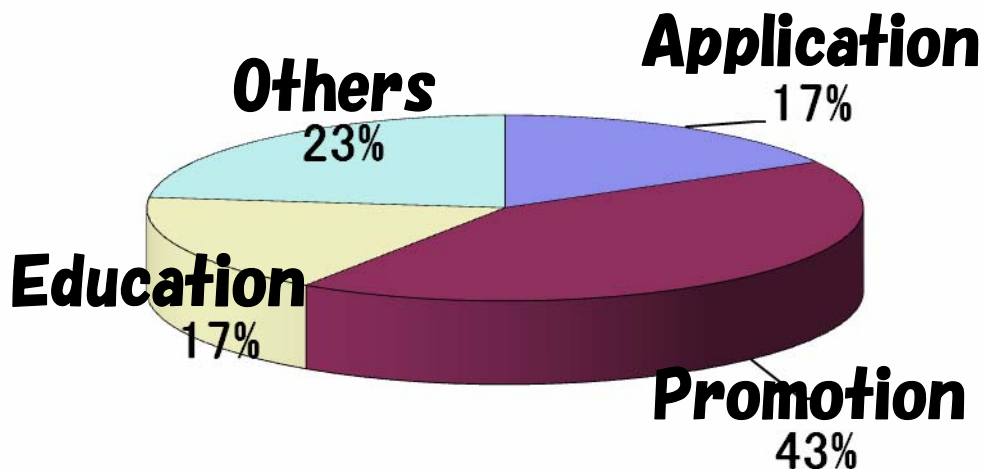
What is your position?

**→ 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)



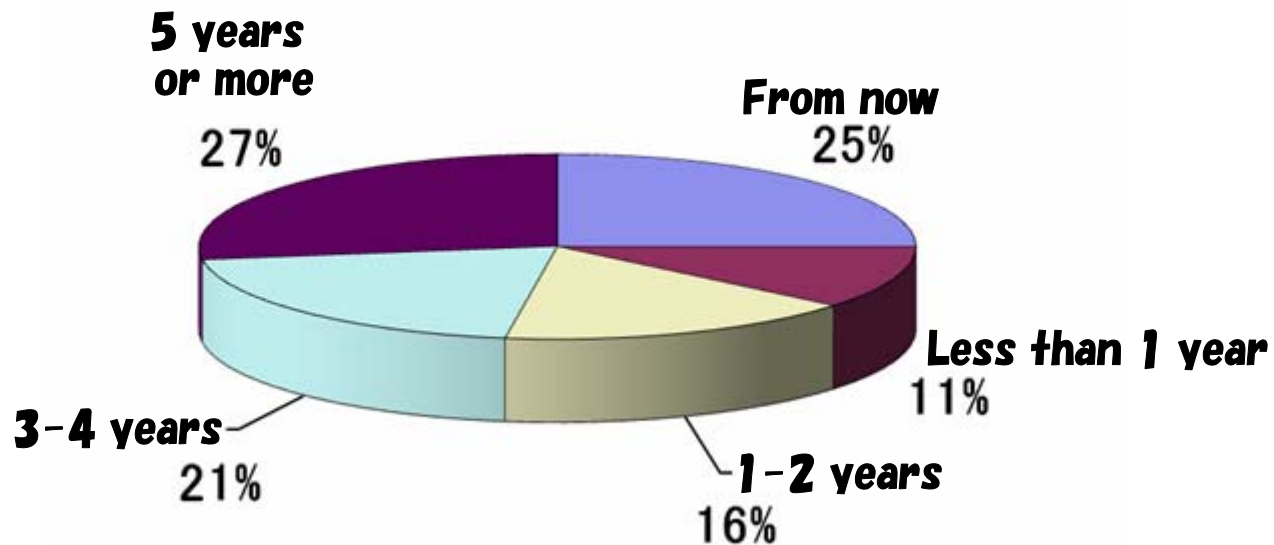
How are you related with TRIZ?

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

How old are you?

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

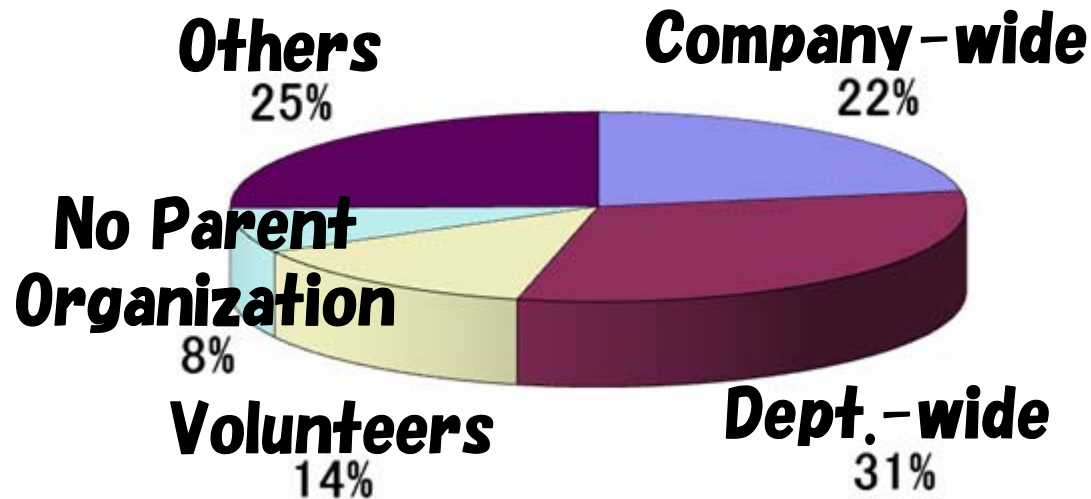
From the questionnaire in TRIZ Symposium 2008 (Years of TRIZ Experience)



How long are you utilizing TRIZ?

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

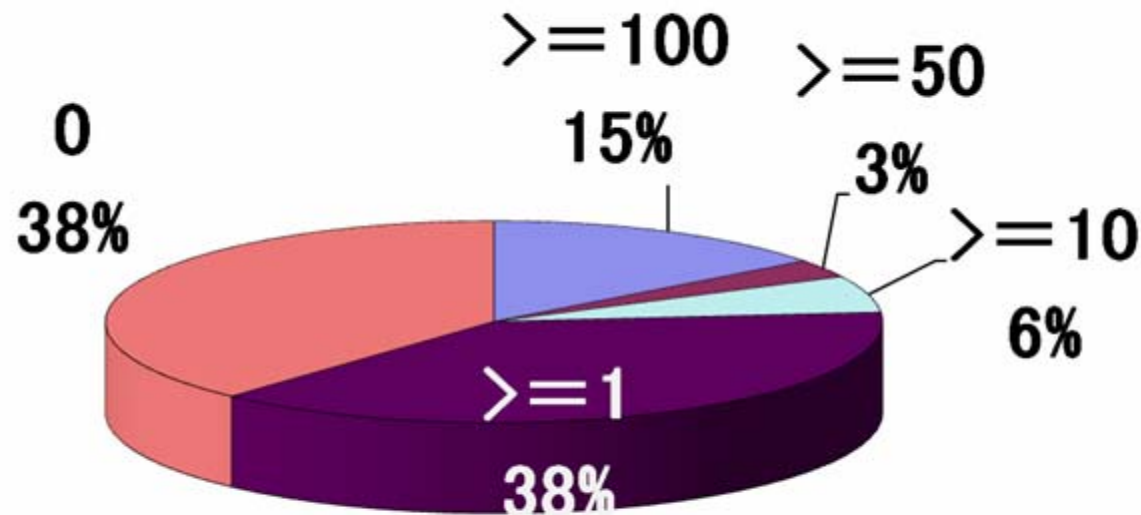
From the questionnaire in TRIZ Symposium 2008 (TRIZ Promotion System)



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 less than 10

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**