

## July 8th 2014 (Tuesday)

Start End	Min	Room A	Room B
08:00-09:00	60	Registration	
09:00-10:30	90	<b>Opening ceremony</b>	
		[Welcome message] Sehyun Kim, President of KATA Dong-Yol Yang, Conference Chair	
		[Congratulatory Address] Wook Son (Visiting professor, Seoul National University) Sangmok Lee (Vice-minister, Ministry of Science, ICT and Future Planning)	
		[Keynote Speech] Sungmo Kang (President of KAIST) Hak-kyung Sung (Senior Vice President, Global Technology Center, Samsung Electronics)	
10:30-11:00	30	Coffee Break	
11:00-12:30	90	<b>Keynote Lecture</b>	
		New developments in TRIZ: using need dynamics to identify high-potential innovations  Victor Fey (Adjunct professor, Wayne State University)  How TRIZ helps to make creative thinking and business with new big data	
		Eric Prévost (President of TRIZ France)	
12:30-14:00	90	Group Photo & Lunch Break	
14:00-15:15	75	Practice of multi-step hybridization: Case study based on OLED display manufacturing problems described in US 20130071775  Valeriy Prushinskiy, Minsoo Kim	Improvement of the scratch on the wire at the wire rod rolling process  Daegyu Kang, Minji Kim
		OTSM models in the Solving Mill program  Nikolay Shpakovsky, Elena Novitskaya	Theory of Creatively Preventing System Failures : SPEED FMEA  M.W. Han, S.H. An, Y.P. Lim
		Application of Modern TRIZ for Technology Roadmapping  Oleg Feygenson, Jun-Young Lee	Prevention of oil spill by tanker collision and minimization of the disaster damage by TRIZ  Sangwhun Nam, Chong-Hye Yoon, Ho-Jong Kim
15:15-15:35	20	Coffee Break	
15:35-16:50	75	Analysed and proposed future plan for TRIZ implementation, training and teaching in Tunku Abdul Rahman University College using 9-windows and eight trends of evolution  Chee Sheng Keong, Mum Wai Yip, Johan Kii Geat Lim, Nikalus Shu Lueng Swee	Evolution Map, Future Unveiled by Past Patents  Mijeong Song, Duckjin Choi
		Creativity-convergence camp for enhancing creative problem solving skill  Dong Joo Song, Young Soon Youn, Mi Jung Ryu, Yeon Soon Kim	'Modernized Aristotle's Causation View' for Cause Effect Analysis  Hongyul Yoon, Naum Feygenson
		Electronic Reference Book on Physical contradictions  Y. Danilovsky, S. Ikovenko, Min-Gyu Lee, KJ Jung, Sung Kim, Sahong Kim	Innovation of Dental Handpieces based on Function Oriented Search  Jeongho Shin
16:50-17:10	20	Coffee Break	
17:10-18:25	75	A Study on Leadership and Group Dynamics of Effective TRIZ Teams  Jae H. Park	Forecasting future of system using advanced 9 windows canvas  Kyeongwon LEE
		Assisting the use of TRIZ laws in partially automating evolution hypothesis construction  D. Cavallucci	Systematic Lateral Thinking by TRIZ  Hyo June Kim
		TRIZ based approach to effective project guidance in Creative Economic  Dmitriy A. Bakhturin, Naum B. Feygenson	A comparison of Cause Analysis Methods and suggestion for an efficient way of use  Min-Gyu Lee, Vasily Lenyashin, Yuri Danilovsky, Kyu-Jin Jung, Sung Kim, Sahong Kim
19:00-21:00	120	<b>Official reception for Gala dinner</b> (Bus departure from the conference venue at 18:30)	

## July 9th 2014 (Wednesday)

Start End	Min	Room A	Room B
08:00-09:00	60	Registration	
09:00-10:30	90	<b>Keynote Lecture</b>	
		Creative economy and TRIZ Minwha Lee (Visiting professor, KAIST)	
		How TRIZ works Len Kaplan (TRIZ master, Samsung Techwin)	
10:30-11:00	30	Coffee Break	
11:00-12:30	90	<b>Plenary session</b>	
		Dare to think! E. Hin, A. Hin	
		Micro-trend of increasing flexibility of multilayer composite Naum Feygenson, BongKyoung Park, Hyejung Lee TRIZ Development Framework for Malaysian SME	
		Nooh Abu Bakar, Zulhasni Abdul Rahim , Sarimah Misman , Yeoh Teong San, Tan Eng Hoo	
12:30-14:00	90	Lunch Break	
14:00-15:15	75	Invention, Serendipity and Research Hypothesis with a Systems Approach Moon Won Suh	Future strategy with TRIZ and Big Data Technologies Yong Won Song, Jeong-Joon Lee, Alla Zusman, Boris Zlotin
		What roles TRIZ can play in startup incubators? Eric Prévost, German Bruno, Yves Guillou, Pascal Sire, Céline Conrardy	Core Technology Evolution Map Jungsu Ha, Jae Min Lee, Jun-Young Lee
		Common sense in TRIZ and MAGIC Young Gi Kim, Hyun Jin Ham	The practical usage of the inventive principles – SFRE grouping M.S. Ryu, Y.H. Jeong, J.S. Lee
15:15-15:35	20	Coffee Break	
15:35-16:50	75	Enhanced experience and safety in Interactive Robotics A. Riwan	Development of quick connecting type resonator Junguk Lee, Jihoon Yu, Hojun Hwang
		TRIZ creative knowledge spiral to solve nuclear safety business issue P.Sire, F. Goldschmidt, O. Pierrard	Windbreak designed using TRIZ for raw material yard Jae-weon Yang, Sungkyu-Choi, Young-Sub Moon
		A study on application of TRIZ for non-technical problem solving Younglim Kim, Ju hyun Kang	Technology forecasting for medium term using function oriented model based on TRIZ Si-ho Seong, Jay young Ohm, Chan-kyu Kim, Hyun-soo Ahn
16:50-17:10	20	Coffee Break	
17:10-18:25	75	2A2CI, an effective innovation methodology that makes TRIZ people & business compatible X. Lepot, A. Neveux, Y. Guillou, S. Baudrux	The improvement of coating shape using the multi Su-F model and MST method W.C. Jung
		Crowdsourcing through the property-function approach in the patent database, a platform and 6 step approach for technology transfer and innovation S. Dewulf, F. Vanmoerkerke	A Green Algae Cleaner developed by the Cause & Effect Technique of TRIZ similar to a Vacuum Cleaner Yoon Pyo Lee, Bok Hee Cho
		Innovative Cases of TRIZ Application in Automotive Industry Nooh Abu Bakar, Zulhasni Abdul Rahim	How Nature “solves” inventive problems Stéphane Savelli
18:30-19:00	30	<b>Closing &amp; Awards for the best papers</b>	

## July 10th 2014 (Thursday)

Start End	Min	Room B
08:00-09:00	60	Registration
09:00-12:20	180	<b>Tutorial 1</b>
		Seeing Tomorrow Today: Knowing your customers' needs before they are aware of them Victor Fey (Adjunct professor, Wayne State University)
12:20-13:30	70	Lunch Break
13:30-16:50	180	<b>Tutorial 2</b>
		Intro to Future Mapping Len Kaplan (TRIZ master, Samsung Techwin)
16:50-17:20	30	<b>Wrap up</b>