

GLOBAL TRIZ CONFERENCE

Creative Thinking with TRIZ

제4회 글로벌 트리즈 컨퍼런스 | 2013
July 09 (Tue) - 11 (Thu)

CREATIVE THINKING WITH TRIZ



김스트리즈 | 막스플랑크 | 이트리즈

Welcoming Message

President Message

First of all, we appreciate all of you attending the “Global TRIZ Conference 2013”.

KATA, Korea Academic TRIZ Association (www.katatriz.or.kr), was established for the purpose of exchanging knowledge between academic and industrial circles and vitalizing TRIZ, a tool of innovation. KATA is expanding its activities such as hosting Global TRIZ Conference and KOREA TRIZ Festival annually.

In particular, Global TRIZ Conference is the biggest event we hold annually, and this year’s conference, under the theme of “Creative Thinking with TRIZ”, will present you various programs such as keynote speeches of TRIZ masters, presentations of successful TRIZ application cases and TRIZ master’s tutorials. We would like you to have fruitful experiences and get valuable information by joining our Global TRIZ Conference 2013.

We hope this Global TRIZ Conference 2013 will be a good opportunity to enhance creativity in each area by exchanging best practices globally, and to improve product competitiveness of companies.

Thank you.

**President of KATA
- Sehyun Kim**

Conference chair’s Message

It is my pleasure to greet you colleagues and to have opportunities to talk and share ideas about Creativity as well as TRIZ together during next few days here in Seoul, Korea. I also would like to extend my warmest appreciation to all guests, presenters and participants from Korea as well as from abroad.

Creativity and innovation become more important than before since Korean government started to initiate “Future Creation Economic Policy” from 2013. It has motivated many organizations as well as educational institutions in our country so as to achieve better and higher level of creativity and innovation than before.

In order to make our society and world a better place to live and work, we have to be more creative and innovate. These issues can be applied to many areas; For example individual, families, groups (teams) and workplaces and international relations.

During next few days, many presentations will cover different topics ranging from research topics to general issues of TRIZ and Creativity. However, since we are focusing case studies, I am sure the 4th Global TRIZ Conference will offer you practicality and usefulness of Creativity and TRIZ.

**Conference chair / Professor Emeritus
- Jaeho Park, Ph.D.**

Committee

Committee Members

Conference chair

Prof. Jaeho Park
Dept. of Psychology Yeungnam Univ.
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Counsel chair

Prof. Wook Sun
Seoul National Univ.



Organizing committee

Organization Chair
Youngsul Kwon
(Hankyoung Academy)

Hojong Kim (KimsTRIZ)
Sunsoon Park (Max-frank Publ.)
Kyoungchul Oh (TRIZMindmap)
Heechun Lee (POSCO)
Kyujin Jeong (GEN3 Korea)

Scientific committee

Scientific Chair
Prof. Youngho Cho
(Korea Polytechnic Univ.)

Minho Ga (Yonsei Univ.)
Hyukhong Kwon (Daejin Univ.)
Youngil Kim (Polytechnic Univ.)
Kyoungjin Park (Hanyang Univ.)
Sunggyun Park (Chonbuk Univ.)
Yongwon Song (Polytechnic Univ.)
Seunghyun Ryu (Ajou Univ.)
Kyoungwon Lee (Polytechnic Univ.)
Sunguk Lim (Daejin Univ.)
Suhong Lee (Yonsei Univ.)
Misuk Jung (Buchun Univ.)
Sunghee Jin (Inha Univ.)
Seokwon Cha (Seoul Nat. Univ.)
Yongjeong Huh (Polytechnic Univ.)
Jeongsuk Hyun (Jeju Univ.)
Unbong Hwang (Postech)

Professional committee

Professional Chair
Junyoung Lee
(Samsung Electronics)

Sunghwan Kim (SK hynix)
Youngil Kim (TRIZ Korea)
Wonsik Kim (LS mtron)
Ikchul Kim (KTA)
Hyojun Kim (Korea TRIZ Consult.)
Eungi Min (HCC)
Jongrak Park (Hyundai Motors)
Seunghee Suh (M&T)
Sehoon Ahn (TRIZ Mindmap)
Jaewon Yang (POSCO enc)
Duksu Youn (Mando)
Hongyul Yoon (TRIZ center)
Kyoungkeun Lee (KSA)
Minkyu Lee (Gen3 Korea)
Jongyoon Lee (TRIZ Academy)
Myungrul Choi (TSST)
Taewook Kang (Samsung Display)
Yushin Han (LG Electronics)

Administrative Management



Sehyun Kim

President of KATA
Executive Managing Director, POSCO
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Jeongho Shin

Secretary General
Chief Creativity Officer, eTRIZ
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CONFERENCE OFFICE

Korea Academic TRIZ Association
e-MAIL: koreatriz@daum.net

www.koreatrizcon.kr

Program at a Glance

July 8th	July 9th	July 10th	July 11th
Industry Tour 15:40 - 20:30	Conference Program (Refer to page 4 for the details)	Tutorial Program 09:00 - 17:20	
<ul style="list-style-type: none"> POSCO Center (16:00 - 17:00) Samsung Delight Shop (17:30 - 18:30) Welcoming Dinner (19:00 - 20:30) 	<ul style="list-style-type: none"> Conference Program (09:30 - 18:20) Banquet (19:00 - 21:00) 	<ul style="list-style-type: none"> Conference Program (09:00 - 18:20) Award & Closing Ceremony (18:30 - 19:00) 	<ul style="list-style-type: none"> Dr. Simon Litvin (09:00 - 12:20) TRIZ tools for products' Main Parameters of Value identification Ms. Karen Gadd (13:30 - 16:50) Problem Solving with TRIZ is about logic - not instinct. (Etc.) Wrap up (16:50 - 17:20)

■ Practical ■ Scientific ■ Educational

Start / End	Min	July 9th (Tuesday)		July 10th (Wednesday)	
		Room A	Room B	Room A	Room B
09:00 09:30		Onsite Registration (08:00-09:00)		Onsite Registration (08:00-09:00)	
		Coffee Break		Invited Lecture Session (From 09:00)	
09:30 ~ 10:30	60	Opening Ceremony, Welcome and Keynote Speech (From 09:30)		▶ Keynote Lecture #2 • Ms. Karen Gadd (CEO, Oxford Creativity) How TRIZ Capability fills in the holes/gaps of other toolkits ▶ Special Invited Talk #2 • Dr. Makoto Takahashi (Chairperson, Soken Research Institute) Creative management and education in Japan	
		Opening (05)	Host		
		Welcome Message (15)	• Sehyun Kim, President of KATA • Jaeho Park, Chairman of Organizing Committee		
		Keynote Speech (40)	• Youngmin Kim, Commissioner of Korean Intellectual Property Office • Yongmin Kim, President of POSTECH • Kinam Kim, CEO of Samsung Display Co., Ltd.		
10:30 11:00	30	Coffee Break		Coffee Break	
11:00 ~ 12:30	90	Invited Lecture Session		Special Paper Session	
		▶ Keynote Lecture #1 • Dr. Simon Litvin (GEN3 Partners, USA) Major directions of modern TRIZ development		• Prof. Kai Yang (Wayne state univ.) 36 strategies and 40 inventive principles • Dr. Valeriy Prushinskiy (Samsung Display) TRIZ patent deconstruction process : Example-deconstruction of Apple's "slide-to-open" patent claim	
		▶ Special Invited Talk #1 • Prof. Toru Nakagawa (Osaka Gakuin univ.,Japan) For establishing a general methodology of creative problem -solving / task-achieving		• Pascal Sire (INSA Strasbourg) How to teach TRIZ thinking to teachers while saving the sinking Titanic?	
12:30 14:00	90	Group Photo & Lunch Break		Lunch Break	
14:00 ~ 15:15	75	[A1] Practical Session	[B1] Practical Session	[A4] Scientific Session	[B4] Educational Session
		• Vladimir Petrov (VP R&D) Ways of development of inventive thinking	• Youngil Kim (TRIZ KOREA Inc.) Process rule mining technology in TRIZ practice...	• D. Kucharavy (SeeCore Project) Combination of contradictions based approach and logistic curves models for strategic technological forecastin	• Kyeongwon Lee (Korea Polytechnic Univ.) Development of TRIZ education materials for improving the creativity...
		• M.Ryoppy (Tampere Univ.) Applying the Directed Evolution method in technical problem solving	• Yoonyoo Lee (KIST) The protection against the distortion of the heated stainless steel plate in the process of manufacturing ...	• Mingyu Lee (GEN3 Korea) 3 additional strategic areas of using TRIZ to grow your business	• Hongsug Oh (POSCO) School Bullying Problem solving using TRIZ
		• Kunwoo Baek (Samsung Electronics) TRIZ Application for developing New UX	• Deoksoo Yoon (Mando) The practitioners' contribution of problem mode analysis	• Sungpil Yoon (Suncheon first college) Study in the standard KS-TRIZ methodology for quality management problem solving	• Hyungjik Kim (JIUM Management Consulting Co.,Ltd.) TRIZ education method suitable for elementary school students
15:15 15:30	15	Coffee Break		Coffee Break	
15:30 ~ 16:45	75	[A2] Scientific Session	[B2] Practical Session	[A5] Practical Session	[B5] Scientific Session
		• Jaeho Park (Yeungnam Univ.) Feedback based Team Leadership for Creativity Development and TRIZ	• Jinwon Jung (LS Mtron Ltd.) Development of the high-speed half nut tightening mechanism...	• Dongseok Oh (SK hynix) Semiconductor Pad Crater solved cases	• Youngju Kang (POSCO) Function Tree Analysis for new product development
		• N.B. Feygenson (Samsung SDI) Advanced Function Approach for analyzing multivariable system	• Byeongsu Ban (KIPSI) A creative convergence of the technology and business management using TRIZ method in display industry	• Sangwoo Choi (POSCO) Development of the inspection system for detecting the internal defect in the cold-rolled steel strip	• Hongyul Yoon (TRIZ Center) 'Occasion Axis' to select the proper TRIZ thinking tools...
		• Simon Fuhlhaber (INSA Strasbourg) Solving complex and multidisciplinary problems in industrial context	• Woocheol Jung (POSCO RIST) The development of Insoluble CNT Anode for Electroplating Using ARIP	• Hyunsoo Ahn (Samsung CPM) TRIZ Practice and Lessons Learned in Samsung	• Hyojune Kim (Zeon Consulting) TRIZ Applying Process from Level 1 to Level 5
16:45 17:05	20	Coffee Break		Coffee Break	
17:05 ~ 18:20	75	[A3] Educational Session	[B3] Practical Session	[A6] Educational Session	[B6] Scientific Session
		• Yongwon Song (Korea Polytechnic Univ.) University TRIZ education program	• Seokbeom Hong (POSCO E&C) Development of CFT without fire protection using high performance materials	• A.Sokol (TA Group) A framework for bringing TRIZ based education for creative thinking ...	• Dongwhan Oh (HYUNDAI-STEEL CO.) A Study of Analogy between TRIZ and Fuzzy Logic Control
		• Minsik Ryu (POSCO Research Institute) An introduction to a new educational program of POSCO TRIZ College ...	• MooWoong Kim (KRIBB) A TRIZ-Based Solution to Problems in red ginseng processing	• Yury Danilovsky (GEN3 Korea) FOS electronic database for training in RTV	• Seunghee Suh (Human and Thoughts) What makes problems of system?
		• Jeongho Shin (eTRIZ) Development and application of pictographs for 40 inventive principles	• Sungdo Hong (KoreaTech) A study on the design of antipollution photovoltaic system using TRIZ and biomimetics	• Yury Danilovsky (GEN3 Korea) Investigation of principle 13 via functional resources approach	• Sinae Kang (Jeju Univ.) Digital Convergence Ideation Process with TRIZ and Customer Value
19:00 21:00		Banquet (19:00~21:00)		Closing & Awards for the best Papers (18:30~19:00)	

* Room A : International Conference Hall / Room B : Convention Hall

※ Practical Session

- Vladimir Petrov (VP R&D, Russia)
- M. Ryoppy (Tampere University of Technology, Finland)
- Valeriy Prushinskiy (Samsung Display, Russia)
- Kunwoo Baek (Samsung Electronics, Korea)
- Youngil Kim (TRIZ KOREA Inc., Korea)
- Yoonyoo Lee (Korea Institute of Science and Technology, Korea)
- Deoksoo Yoon (Mando, Korea)
- Jinwon Jung (LS Mtron Ltd., Korea)
- Byeongsu Ban (Korea Intellectual Property Strategy Institute KIPSI, Korea)
- Woocheol Jung (POSCO RIST, Korea)
- Dongseok Oh (SKhynix, Korea)
- Sangwoo Choi (POSCO, Korea)
- Hyunsoo Ahn (Samsung Corning Precision Materials, Korea)
- Seokbeom Hong (POSCO E&C, Korea)
- MooWoong Kim (Biotech Policy Research Center KRIBB, Korea)
- Sungdo Hong (Korea University of Technology and Education, Korea)

※ Scientific Session

- Kai Yang (Wayne state University, China)
- N.B. Feygenson (Samsung SDI, Russia)
- Simon Fuhlhaber (INSA Strasbourg, France)
- D. Kucharavy (SeeCore Project, Russia)
- Jaeho Park (Yeungnam Univ., Korea)
- Youngju Kang (POSCO, Korea)
- Hongyul Yoon (TRIZ Center, Korea)
- Hyojune Kim (Zeon Consulting, Korea)
- Dongwhan Oh (HYUNDAI-STEEL CO., Korea)
- Seunghee Suh (Human and Thoughts, Korea)
- Mingyu Lee (GEN3 Korea, Korea)
- Sungpil Yoon (Suncheon University, Korea)
- Sinae Kang (Jeju University, Korea)

※ Educational Session

- Pascal Sire (INSA Strasbourg, France)
- Yury Danilovsky (GEN3 Korea, Russia)
- A. Sokol (TA Group, Latvia)
- Kyeongwon Lee (Korea Polytechnic University, Korea)
- Hongsug Oh (POSCO, Korea)
- Hyungjik Kim (JIUM Management Consulting Co.Ltd, Korea)
- Yongwon Song (Korea Polytechnic University, Korea)
- Minsik Ryu (POSCO Research Institute, Korea)
- Jeongho Shin (eTRIZ, Korea)

KEYNOTE ADDRESS



Youngmin Kim

Commissioner
:: Korean Intellectual Property Office



Yongmin Kim

President
:: POSTECH



Kinam Kim

CEO
:: Samsung Display Co., Ltd.

KEYNOTE LECTURE & SPECIAL INVITED TALK



Dr. Simon Litvin

TRIZ Master, Managing Director & Chief Scientific Officer,
GEN3 Partners, USA
Topics (Keynote speech & Tutorial)
• Major directions of modern TRIZ development
• TRIZ tools for products' Main Parameters of Value identification



Ms. Karen Gadd

CEO, Oxford Creativity Author of 'TRIZ for Engineers'
Topics (Keynote speech & Tutorial)
• How TRIZ Capability fills in the holes/gaps of other toolkits



Prof. Toru Nakagawa

Professor Emeritus, Osaka Gakuin University, Japan
Editor of the "TRIZ Home Page in Japan"
Topics (Special Invited Talk)
• For establishing a general methodology of creative problem - solving / task-achieving



Dr. Makoto Takahashi

Chairperson, Soken Research Institute
Director, Japan Creativity Society (ex-president)
Topics (Special Invited Talk)
• Creative Management and Education in Japan

THE HISTORY of GLOBAL TRIZ CONFERENCE

In 2010, Korea Academic TRIZ Association(KATA) was jointly founded and inaugurated by the Korea Economic Daily(KED) and The Korea Polytechnic University. Since then, The KED has become the official media partner of KATA. Below you may find the History of Global TRIZ Conference since 2010.

2010 The 1st Global TRIZ Conference

- Event Date: March 11-12, 2010
- Venue: Dasan Hall, The Korea Economic Daily Building, Seoul, Korea
- Theme: Growth Through Creativity



The 2nd Global TRIZ Conference 2011

- Event date: March 9-11, 2011
- Venue: Dasan Hall, The Korea Economic Daily Building, Seoul, Korea
- Theme: Problem Solving for Smart Innovation

2012 The 3rd Global TRIZ Conference

The Joint Conference of 3rd Global TRIZ Conference 2012 in Korea & 3rd International Conference on Systematic Innovation

- Event date: July 10-12, 2012
- Venue: Yonsei University, Seoul, South Korea
- Theme: Smart Innovation



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Korean Intellectual Property Office
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Samsung Display
The Korea Economic Daily
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CONFERENCE PARTICIPATION

Networking opportunities. An exciting reception. Global TRIZ Conference participation is the opportunity to get motivation to encourage your potential and career.

Global TRIZ Conference participants include top business and media moguls, admired academics and journalists and more.

※ Korea Academic TRIZ Association

CON Jeongho Shin, Secretary General of KATA
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 www.koreatrizcon.kr_GTC2013

OFFICIAL PARTNER on Accommodation

※ IBIS AMBASSADOR SEOUL

The Organizing Committee of GTC2013 is pleased to offer an official accommodation, Ibis Ambassador Seoul with the discounted special rates. In order to take advantage of such special rates, participants should make reservation using the link provided, <http://fa.do/rZm>. Since the rooms will be reserved on a first-come, first-served basis, early booking is highly recommended

Ibis Ambassador Seoul Info

Hotel	Ibis Ambassador Seoul
Travelling Time by car	10min
Room Type (KRW/night)	Double 190,000 / Twin 190,000
Address	893-1, Dae-chi-dong, Gangnam-gu, Seoul
Info	Discounted rate 130,000/night for KATA only Free shuttle bus by organizing committee
Contact	- Tel. + 82 2 3454 1101 - Web. http://ibis.ambatel.com/seoul/main.amb - Reservation with discounted rate http://fa.do/rZm

Seoul, Korea

Seoul is at the heart of the Korean Peninsula located in North-East Asia. The city is conveniently located in the middle of several major Asian metropolises, such as Tokyo, Beijing, Shanghai, Hong Kong and Taipei.

Because of its unique geographical location, Korea is a very valuable international hub of Asia. Seoul is 606 square kilometers, making it a truly large metropolis.

Climate

Seoul, Korea experiences four distinct seasons. Summers can be hot and humid, while winters are cold and accompanied by snow. The autumn is considered exceptionally beautiful with a crisp and cobalt blue sky and a radiant red surrounding hillsides with the maple leaves.

In the downtown area, ginkgo trees' yellow leaves trees bathe the city along the streets giving the appearance of a golden sea.

Passport & Visas

Foreign visitors wishing to enter the Republic of Korea must have a valid passport and obtain a Korean visa before coming. However, 99 country citizens who want to visit Korea temporarily are permitted to enter without a visa according to visa-exemption agreements or in accordance with principles reciprocity or national interest

