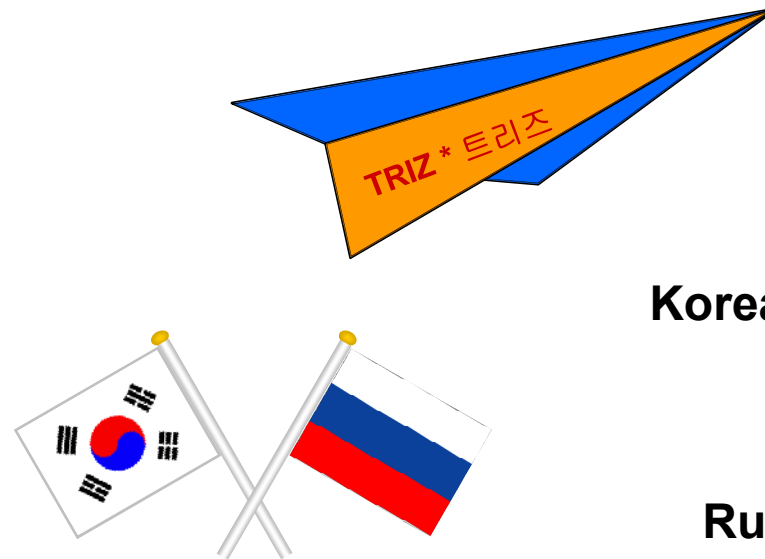




Korea TRIZCON 2010

Experience and prospects of TRIZ-consultation
of the Korean enterprises of small and medium business



Korea: **Yong-Won Song,**
Seoung-Hyun Kang

Russia: **M.S. Gafitulin,**
I.G. Ivanov



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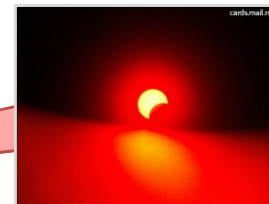
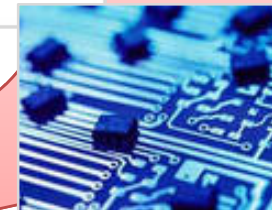
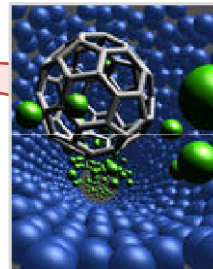
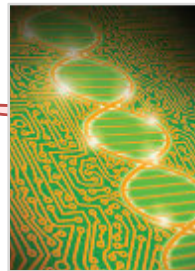
1. Strategy of the development of the business of Republic of Korea.
2. The organization of the TRIZ-project.
3. Features of realization of a stage «TRIZ-practice».
4. Results and Prospects of «TRIZ-practice».
5. Preparation of TRIZ education



1 Strategy of the development of the business of Republic of Korea

Republic of Korea is the country with actively developing economy and the perspective purposes in many directions:

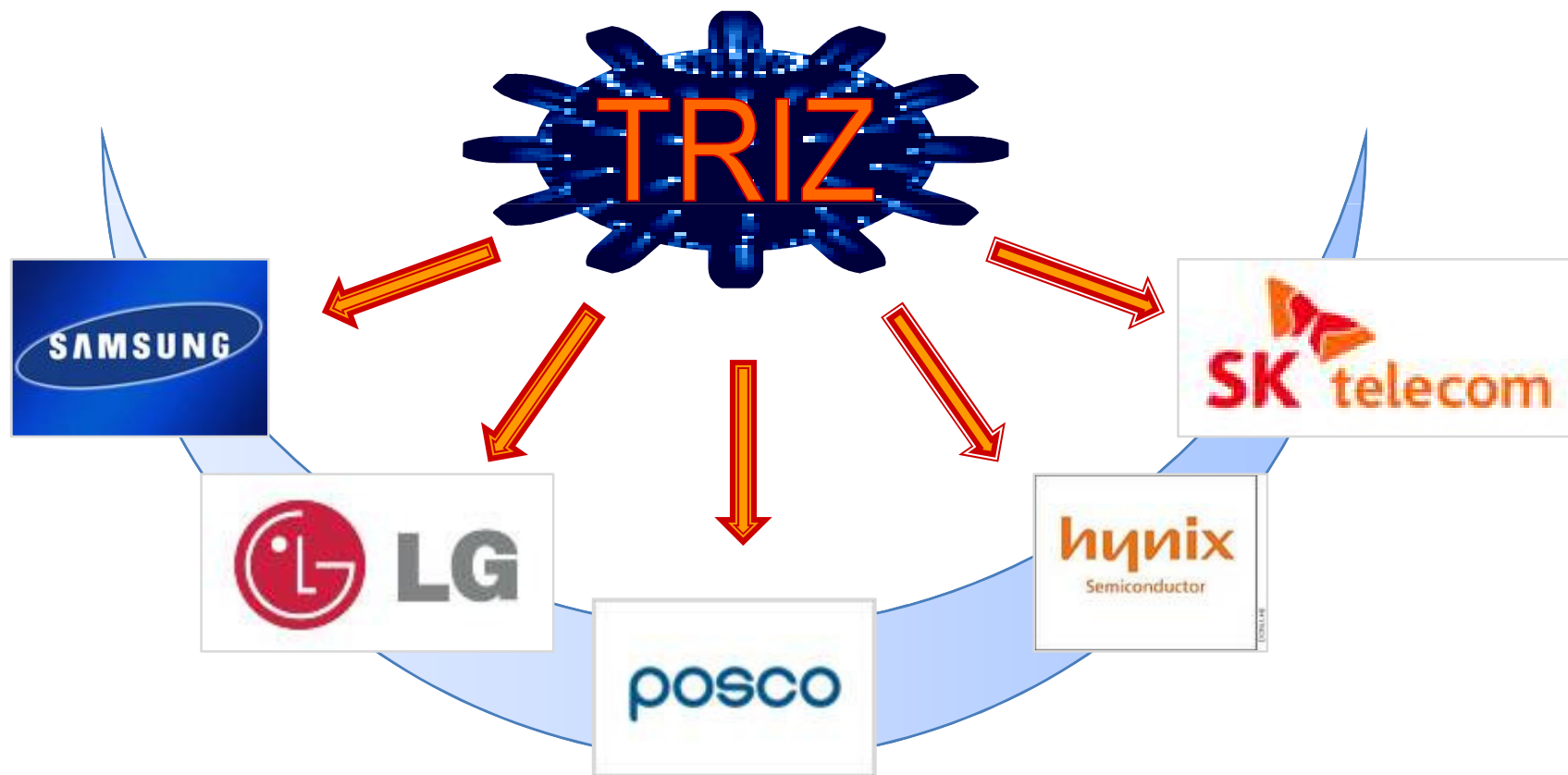
- Machinery
- Biotechnology
- Nanotechnology
- Robot
- Semiconductor
- Renewal Energy
- Green Energy





1 Strategy of the development of the business of Republic of Korea

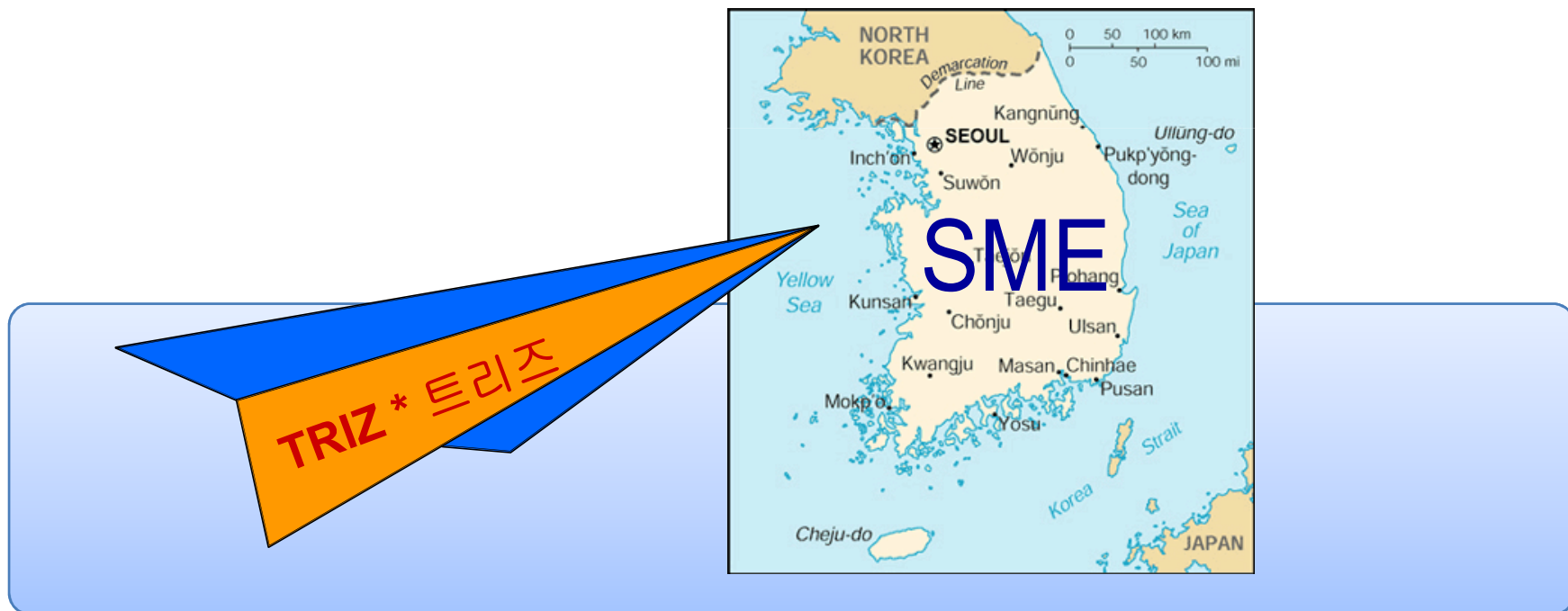
TRIZ successfully apply in the large South Korean companies such as: SAMSUNG, LG, POSCO, Hynix Semiconductor, SKT, etc.





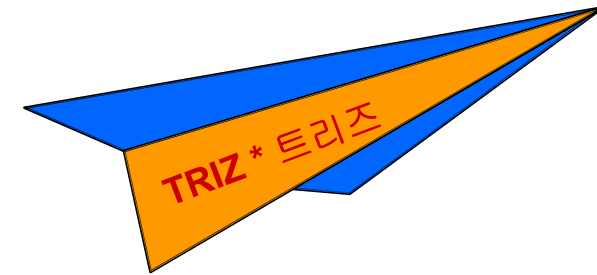
1 Strategy of the development of the business of Republic of Korea

With a view of TRIZ introduction in this sphere of business «Ministry of Knowledge Economy» of South Korea for the first time has organized pilot TRIZ-project





2. The organization of the TRIZ-project



- 1 – In KPU the infrastructure of assistance to the enterprises of small and medium business is developed.
- 2 – At the university works «Korea-Russia Industrial Technology Cooperation Centre» (further KRITCC).
- 3 – KRITCC has incurred responsibility for the organization and TRIZ-project realization.



2. The organization of the TRIZ-project

In KRITCC the procedures of interaction with the companies-customers have been developed. For example, the cooperation agreement providing following articles :

- The purpose of the agreement,
- The maintenance and limits of the project,
- Terms of the project,
- Financing of the project,
- Duties of the parties,
- Confidentiality,
- The reporting, the intellectual rights,
- Modification, cancellation of the agreement,
- The beginning of action of the agreement





2. The organization of the TRIZ-project

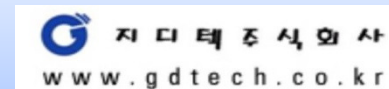
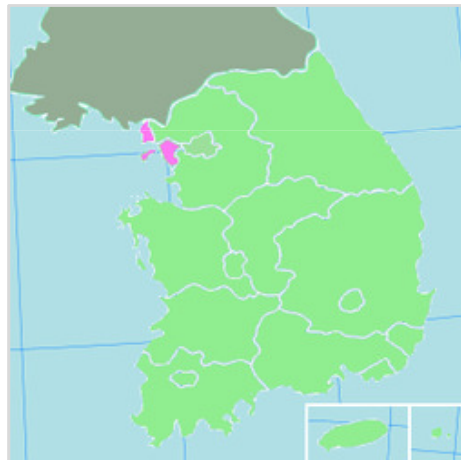
The experimental stage **«TRIZ-practice»** started on **February, 26th, 2009** when the first meeting of TRIZ-experts with representatives of one of the Korean companies-customers has taken place





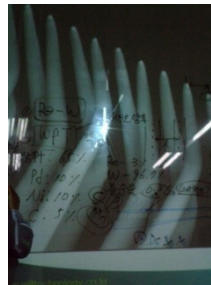
2. The organization of the TRIZ-project

In June 2009 the second part of a stage «**TRIZ-practice**» in which 5 companies of small and medium business of city **Incheon** – one of the large industrial centers of Republic of Korea take part has begun.





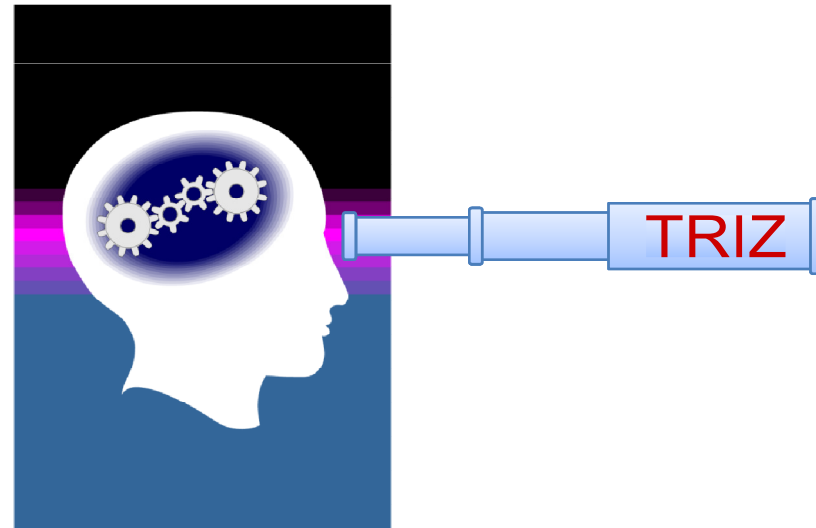
3. Features of realization of a stage «TRIZ-practice»





4. Results and Prospects of «TRIZ-practice»

- TRIZ interests the personnel in the decision of industrial problems and allows workers to overcome earlier existing stereotypes of concrete owners of technological processes.





4. Results and Prospects of «TRIZ-practice»

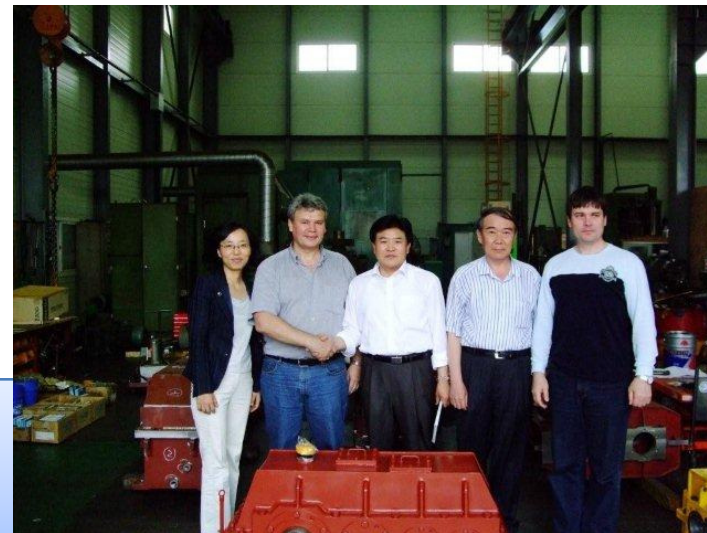
- TRIZ creates conditions for innovative thinking.
- TRIZ is a professional tool for generation of new ideas.





4. Results and Prospects of «TRIZ-practice»

- Experts of the companies mark high level of offers and the recommendations made by TRIZ-experts during the decision of concrete industrial problems.





4. Results and Prospects of «TRIZ-practice»

- The part of offers and recommendations are already included in new workings of the companies.
- Successful check of separate offers and recommendations allows to establish new technological standards and by that to raise efficiency of concrete productions.





4. Results and Prospects of «TRIZ-practice»

- Technical experts of various departments are involving in process of the analysis of a problem, and it is create constructive interaction between company divisions.

