

### Realize Your Dream with TRIZ Thinking!

### Adva Advance Agenda

#### First Day: Sept. 6 (Thu.)

#### Seminars (A)(B)

Venue: Waseda University,  
Tokyo

#### Second Day: Sept. 7 (Fri.)

#### Conference (C)

8:30- Registration

#### Third Day: Sept. 8 (Sat.)

#### Conference (C)

8:15- Registration

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| <p>9:00 (3-4-1, Okubo, Shinjuku-ku, Tokyo 169-8555)</p> <p>9:20- 9:20- Registration</p> <p><b>(A) Seminar (in Japanese)</b></p> <p><b>J105 Tutorial:</b><br/>Hajime Kasai (IDEA Co.)<br/>Basics and Usage of TRIZ</p> <p><b>(B) Seminar (in English)</b></p> <p><b>E102</b> Advanced Seminar:<br/>Denis Cavallucci (INSA Strasbourg, France)<br/>From TRIZ to IDM (Inventive Design Method) :<br/>Inventive Practices in R&amp;D</p> <p>Lunch (60 min.)<br/>Cafeteria (Bldg. 63, 1F)</p> <p><b>13:00</b></p> <p><b>J106 L- a J(E)</b><br/>Shinsuke Kurosawa<br/>Physical Contradictions</p> <p><b>14:00</b></p> <p><b>J107 L- b J(E)</b><br/>Fumiko Kikuchi (Pioneer)<br/>Using TRIZ in corporations</p> <p><b>15:00</b></p> <p><b>J108 L- c1 J(E)</b><br/>Toru Nakagawa (OGU)<br/>How can we proliferate TRIZ among Younger People</p> <p><b>J109 L- c2 J</b><br/>Akihiko Ikeda (Kanagawa IT) Creativity</p> <p><b>16:00</b></p> <p><b>J104</b> Special Invited Lecture-1<br/>Kenichi Yumino (Japan Creativity Society)<br/>Educating Creativity:<br/>Foundation for disseminating creation techniques</p> <p><b>18:00</b></p> <p><b>Supper &amp; Group Discussions</b><br/>Joint Session (A)(B)(C)<br/>G1: Further Extension of TRIZ and its Applications<br/>G2: TRIZ in Industries<br/>G3: How to Proliferate TRIZ to Younger People<br/>Finish 20:00</p> | <p>9:00</p> <p>9:00 Pre-session<br/>Self-introduction by participants</p> <p>9:55 Business announcement</p> <p><b>J01</b> Opening: Opening Address<br/>Toshihiro Hayashi (Chairman, Japan TRIZ Soc.)<br/>Welcome Hiroshi Yamakawa (Waseda Univ.)</p> <p><b>E01</b> Keynote Lecture:<br/>Denis Cavallucci (INSA Strasbourg, France)<br/>How TRIZ can contribute to a paradigm change in R&amp;D practices</p> <p><b>E03</b> Special Invited Talk Jeongho Shin (Korea)<br/>How to learn TRIZ with ease and fun (Invention Song)</p> <p><b>O-1 J14</b> Y. Takagi (SONY) Symbolize 40 Principles</p> <p>Group photo of participants</p> <p>Lunch (65 min.)<br/>Cafeteria (Bldg. 63, 1F)</p> <p><b>13:40</b></p> <table border="1"> <tr> <td><b>O-2 J04</b> T. Ogata (Olympus)<br/>Promotion of TRIZ (2) Visualization</td> <td><b>O-3 E06</b> E. Khalifeh (Jerusalem)<br/>TRIZ in UNDP DEEP Project</td> </tr> <tr> <td><b>O-4 J12</b> N. Nagase (SONY)<br/>How to work out your ideas</td> <td><b>O-5 E11</b> J.Y. Han (Korea)<br/>Engineering &amp; Art Education</td> </tr> <tr> <td><b>O-6 J19</b> S. Kasuya (Yamaouchi U.)<br/>Creation Design Engineering project</td> <td><b>O-7 E12</b> K.S. Kim (Korea)<br/>TRIZ Strategy using Thirty-Six Stratagems of Ancient China</td> </tr> <tr> <td><b>O-8 J03</b> M. Mizobuchi (TRIZ Group Japan VF)<br/>TRIZ for Development (6) SLP</td> <td><b>O-9 J28</b> R. Ishii (IdeaPlant)<br/>Idea Generation Workshop</td> </tr> <tr> <td><b>O-10 J10</b> H. 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Hasegawa (Shibaura I.T.)<br/>Creative thinking for qualitative change</p> <p>Lunch (60 min.)<br/>(Box lunch in the conference rooms)</p> <p><b>13:00 Poster &amp; Demo</b></p> <p><b>J09</b> K. Hasegawa (IP S.G.) Values of Inventions</p> <p><b>J11</b> T. Takahara () Thinking for Enumeration</p> <p><b>J15</b> H. Makino (MPUF USIT Group)<br/>Applying TRIZ to risk management</p> <p><b>E01</b> S. Khandipanichakul (Thailand)<br/>TRIZ and Enneagram</p> <p><b>E02</b> V. Sereeviriyakul (Thailand)<br/>Shipping package of roof tiles</p> <p><b>E04</b> K. Noorit (Thailand) WPC Surface treatment</p> <p><b>E07</b> E.Khalifeh (Jordan) xTRIZ Business appln.</p> <p>XX</p> <p><b>O-28 J21</b> S. Okada (Hitachi)<br/>Cooperative use of TRIZ &amp; KT</p> <p><b>O-27 J23</b> H. Kosha (USIT Support)<br/>Building IP Barriers with USIT</p> <p><b>O-28 J13</b> H. Kobayashi (IMPUF USIT Group)<br/>Seismic Isolation of Water Tank</p> <p>Concluding Discussion: Coordinator: T. Nakagawa (OGU)<br/>Making TRIZ fresh and attractive for younger people</p> <p><b>J102</b> Closing: Yuji Mihara (Vice Chairman, JTS)</p> <p>Finish 16:40</p> <p><b>Intermissions:</b> xx 20 min., x- 15 min., x 10 min<br/>===== : 5 min. for moving</p> |
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#### Languages (Presentation and projection)

- J Japanese only
- J(E) Japanese talk & projection, English in USB.
- JE Japanese talk, parallel projection
- EJ English talk, parallel projection
- E English only

Note: Due to the limited space, names of authors and their affiliations may be abbreviated. Presentation titles are often shown in shortened forms for easier reference. The presentation codes, e.g. E101, E01, J01, etc., are the index in the Abstracts. Click the small cell of presentation code to jump to the slides in PDF.

- (Registration Categories)
- (A) Seminar (in Japanese)
  - (B) Seminar (in English)
  - (A)(B)(C) Joint
  - (C) Conference (in Japanese & English)

#### Types

|                           |
|---------------------------|
| Tutorial                  |
| Special Interest Lectures |
| Advanced Seminar          |
| Special Invited Lecture   |
| Group Discussions         |
| Opening/Closing/Meeting   |
| Keynote Lecture           |
| Special Invited Talk      |
| Oral Presentation         |
| Poster Presentation       |
| Dinner, Communications    |