The 2nd International Conference & The 1st Global Competition on Systematic Innovation

May 26-28, 2011 Min Hang Campus, Shanghai Jiao Tong University
http://www.icsi-conf.org & http://www.systematic-innovation.org/gcsi

.Date

26th-28th May 2011

.Venue

Min Hang Campus,
Shanghai Jiao Tong University
Shanghai,China

Co-Organizers:

The Society of Systematic Innovation
University of Cincinnati
China Institute for Innovation

The Society of Systematic Innovation

UNIVERSITY OF Cincinnati

CHINA INSTITUTE for INNOVATION

Supporting Organizations:

LSSI
精益六西格玛委员会
LEAN SIX SIGMA INSTITUTE

Invitation & Event Highlights

You are cordially invited to participate in the upcoming 2011 International Conference on Systematic Innovation and the exhibition by Global Competition on Systematic Innovation to be held in Shanghai, China between May 26 and May 28, 2011.

GCSI is the ONLY and First-Ever innovation/invention competition in the world which not only concerns the results but also concerns the systematic methodical processes bringing about the results.

This will be a very rewarding event where you can not only **interact with world-class experts in the field** but also **see some of the world newest and most frontier advances in the field of systematic innovation.**

Here are just a few reasons for you to participate in this rewardingconference & exhibition/ competition :

- Shanghai is the business center of China. Almost all fortune 500 companies have major branches in Shanghai. This will be an excellent opportunity for you to establish business connections and exposures to the business center of the world's most populous growing economy. Abundant opportunities are waiting for you.
- Executives of major companies and world-class experts will be sharing systematic innovation experiences and new advances. (Agenda is available on the conference web site)
- More than 70 papers with speakers from 14 countries will be presenting recent advances in systematic Innovation. About 40 innovation projects were received for project competition(GCSI). Some of them will pass the first screening and be exhibited in the conference hall. You will see some of the best innovation projects in the world exhibited in the conference hall. You can enjoy conference & exhibition in one visit.
- There is a pre-conference workshop and 2 post-conferenceTutorials all conducted by world-renoun experts in the field.
- First 40 international participants will enjoy **free one-day pre-conference tour.**

Professor D. Daniel Sheu, President of the Society of Systematic Innovation
On behalf of the Organizing Committees of GCSI & ICSI
2011/4/26

DAY 1

Conference & GCSI Exhibition

26 May 2011 THURSDAY

09:00 Openning

09:20 How does Dominant Innovation Tools Help Companies Achieve Strategic Advantages
Jay Lee, Univ. of Cincinnati

10:00 Harnessing Innovation to create the future of human life
Dr. Zhengrong Shi, President of Suntech

10:40 Coffee Break

11:00 From Consumer Insights to Great Innovations
John Liu, R&D Director , Johnson & Johnson

11:40 Group Portrait

12:00 Lunch

13:30 How to build a strong innovation team
William Yu, President of Security Technology & Residential Solutions, Asia Pacific, Ingersoll Rand

14:10 **How to Create the Innovation Culture**
John van der Linden, Associate Director Oral Care Asia, Proctor & Gamble

14:50 Coffee Break

15:10 **Innovation practices from Brazil**
Prof. Carlos Eduardo Pereira , UFRGS, Brazil

15:40 **Innovation Education at UM /SJTU Joint Institute**
Prof. Jun Ni, Dean of Univ. Of Michiga and Shanghai Jiao Tong Joint Institute

16:10 **VillageTowns: A Practical Model for Global Innovation in the 21st Century**
Irv Beiman, Senior Partner, Village Town

16:30 Regular Technical Sessions

17:30 Adjourn

DAY 2 Conference

27 May 2011 FRIDAY

09:00 **Systematic Component Trimming for Breakthrough Problem Solving**
Prof. D. Daniel Sheu, President, the Society of Systematic Innovation

09:40 **Main Parameters of Value - from Business Challenges to Technical Problems**
Dr. Simon Litvin, Managing Director & Chief Scientific Officer, GEN3 Partners, Inc.

10:30 Coffee Break

11:00 **Biomimicry and how it can be used for systematic product / process/ service innovation**
Bryony Schwan, Executive Director, Biomimicry Institute

12:00 Lunch

13:00 **Innovation System in Japan and somenew activities**
Dr. Furukawa Yuuji, President of Polytechnic Univ. of Japan

13:30 **Enablers, Obstacles, and Conditions for Innovation : Experience sharing & lesson learned**

15:00 Coffee Break

15:30 Regular Technical Sessions

17:30 Adjourn

18:30 Banquet

21:00 Adjourn

DAY 3 Conference

28 May 2011 SATURDAY

09:00	Regular Technical Sessions
11:00	Coffee Break
11:30	Closing Award & Announcements
12:00	Conference Dismissed

13:00-17:00	Tutorial: Basic TRIZ/Systematic Innovation - Introduction Darrell Mann, Managing Director, IFR Consulting	Tutorial : Advanced TRIZ Methodology : GEN3 Innovation Discipline (G3:ID), Dr. Simon Litvin, Managing Director and Chief Scientific Officer, GEN3 Partners;TRIZ master

Registration Information

Please download Registration form
From http://www.icsi-conf.org and follow instructions from there.

Any question

e-mail to :icsi2011@systematic-innovation.org

Regular Presentation Topics: (To date)

Barriers and delays in development of the Technical Systems	Alexander Kynin
Dynamic patent maps for technological competition trend analysis	Janghyeok Yoon
Cause Effect and Contradiction Chain Analysis for conflict Identification and Problem Solving	D. Daniel Sheu
The halts and delays in development of the Technical Systems	Alexander KYNIN
The Methodological Collection of "TSWT-5C:4E"	Ahmad-Kassou
Simple phenomenological model of -curve growth in technical systems	Alexander Priven
Analysis of the Preference Shift of Customer Brand Selection among Multiple Genres of Jewelry/Accessory and Its Matrix Structure	Kazuhiro Takeyasu
TC Analysis by the example of bus	Eduard Kurgi
Toward Developing a Versatile Wearable Computer for Drivers	Gyouhyung Kyung
Analysis of Brand Selection in an Automobile Case Study	Yuki Higuchi
Integration of TRIZ derived eco-guidelines and Life cycle assessment for sustainable design and process	Giacomo Bersano
Application of the TRIZ Method in Eco-Innovative Design	Huiling Yu
Decision Support System for Supply Chain Coordination with Return Handling, Price-Sensitivity and Profit Sharing	Etsuko Kusukawa
Innovation Capability Maturity Model (ICMM): Building Organisational Innovation Processes	Darrell Mann
Function-oriented search: possibilities, limitations and enhancement.	Naum Feygenson
TRIZ and Yin-Yang Theory: General and Particular	Victor Berdonosov
Automatic Identification of Relevant Technical Trends using Function-Attribute Relationships and Cosine Mapping	D. Daniel Sheu
A new management system based on 12 Chinese zodiac and business TRIZ	Seung-Hyun Yoo
OTSM Express Analysis of an Initial Situation	Hongyul Yoon
Development of an improved stapless stapler	Seung-Hyun Yoo
Exploring the Applicability of TRIZ Principles in Aiding Problem Solving at the Interface between Universities and Industry Collaboration	Paul Filmore
Study on Implementation of POP System Based on the Processes Innovation Strategy in the Automobile Parts Manufacturing	Ho Yeon Chung
Construction of Innovation Model for Manufacturing Management System Based on Appropriate Informationization Strategy	Jia Huang
Developing Podcasts to Introduce TRIZ	Paul Filmore
Systematically Improving the TRIZ Principles, with Specific Reference to the Communication and Electronics Domain	Paul Filmore
An Origami-TRIZ-Sythesis for Systematic Innovation	Claudia Hentschel
Effective Method to Create High-Value-Added Product based on Inventive Thinking Power ? tilization of Two Types of Redesigned Contradiction Matrices	Manabu Sawaguchi
Application of Phase Transitions for Inventive Problem Solving	Logvinov Sergey
A Value Engineering for Human-Centered Products	jaeil park
Using Equipotentiality Principle and Resource to Develop Stock Strategy of Low Nominal Value Stock	Jyhjeng Deng
Total Innovation Management (TIM) and Total Systematic Innovation (TSI) - An Organizational Creatology Based Innovative Business Model	Sayed Mahdi Golestan Hashemi
Application of Bionical creativity engineering for improving wings of robofly	alireza mansoorian

Regular Presentation Topics: (To date)

Algorithm of Improving Problem Situations	Nikolay Shpakovsky
Spiral Teaching of Inventive Problem Solving Technology	Elena Novitskaya
TRIZ activities in Korea by 2011 with some success stories	Kyeongwon Lee
How to Promote and Implement TRIZ in Enterprises: Based on the Theory of Tacit Knowledge Transformation	Yang Yang
Construction of Three Components -Function Model Based on Technical State Diagramof Subsystem	Fei Yu
Dominant Business Models for Product-Service System (PSS) Innovation	Mohamed AbuAli
A Successful Case to Create Innovative Idea for Power Transformer Overhaul	Dr. Michael YH Li
Designing a Utensil Set for Visually Disabled Persons Based on TRIZ Systematic Innovation Method	Youn-Jan Lin
Innovative Product Service Design based on Life Cycle Simulation	Suiran Yu
Finding Win-Win B2B Relationship Opportunities Through Market Trend Analysis	Darrell Mann
Design and Testing on the Hydro-pneumatic Suspension with Adjustable Stiffness and Damping	Jun-wei Zhang
Experiences with the creation of CETA - Center of Excellence in Advanced Technologies in Brazil	Carlos E Pereira
Improvement of student's creativity through participation in problem solving with parents (Improvement of a Swimming Goggles in TRIZ-based)	Sunsoon Park
Framework and Process of Collaborative Design System for Product Innovation	Jo-Peng Tsai
Idea Generation and Improvement in the Electronic Industry with short Product Life Cycles	Jong Sung Lee
Systematic Innovation: persuading people to look through our telescope	Eric Spain
Teaching Creative Thinking and Problem Solving Skills by TRIZ	Yong Won Song
A TOC Problem Solving Model Incorporating with ANP Measurement Concepts	Yu Ting Hsu
Application of value engineering in construction projects around ground pavement	Tung-Tsan Chen
Integration of TRIZ derived eco-guidelines and Life Cycle Assessment for sustainable design and process	Davide Russo
Integrated the TRIZ Concept to the Asynchronous Knowledge Engineering Process	Min-Li Yeh
The impacts of grouping and assigning tasks on web game based learning	Fu-Yuan Chiu
Applying the TRIZ Concept to Resolve the Conflicts of Domain Knowledge in Decision Support System	Min-Li Yeh
Using TRIZ to acheive better results from Value Engineering studies	Mahmoud Karimi
Value-triggered Principles for Idea Generation	Yu-ching Lai
TRIZ Equipment Re-Design Method to Prevent Wafer Breakage Problems in Chemical Mechanical Polishing Processes	Jealousy Hong
Integrate Customer Feedback into Systematic Product Innovation	Ping Huang
And more ...	