2nd Global TRIZ Conference 2011 in Korea

■ **Overview of Conference (www.KoreaTRIZCON.kr)**
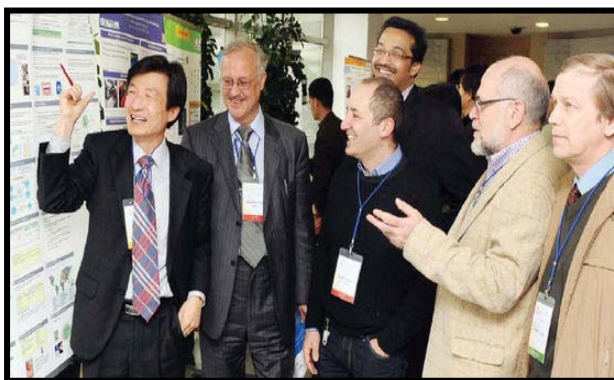
Theme: Problem Solving for Smart Innovation

Day March 10 (Thursday) – 11 (Friday) , 2011   09:00~18:00

Place Dasan Hall (18F), Korea Economic Daily Newspaper Building, in Seoul, Korea

Organized by KATA (Korea Academic TRIZ Association)

Supported by Korea Economic Daily Newspaper, POSCO, Samsung Electronics, Korea Polytechnic University, Minster of Knowledge & Economics, KIAT, Korea TRIZ Association, Korea Society of CADCAM, Korea Society of Knowledge Management, R&D Patent Center

■ Main Presenters

	JoonYang, Jung CEO POSCO		**Wook, Sun** Professor at Seoul National Univ. and Former CEO at SAIT
	Dr. Oleg Feygenson TRIZ Master at 'Algorithm' in Russia		**Prof. Denis Cavallucci** INSA Strabourge Univ., France Former President at ETRIA

■ Program

Time	March 10 (Thursday) Day 1 (Prof. KangKoon, Lee)					March 11 (금) Day 2 (Prof. Youngil, Kim)				
09:00~9:30	Registration									
09:30~10:20	Opening	Sehyun Kim, President of KATA, POSCO				K6	JungHwa, Han (Prof. Business Dept. HanYang Univ.)			
	K1	JoonYang Jung, CEO POSCO				K7	Denis Cavallucci, (Professor INSA Strabourge Univ. France)			
	K2	Yong-Kun Kim, President at KIAT				K8	Gyung-Jin, Park (Prof. Dept. of Mechanical Eng. HanYang Univ.)			
10:40~12:00	K3	Joonyoung Choi,President at KPU								
	K4	Wook Sun, Prof. at SNU								
12:00~13:30	Luncheon (+ B.O.D. Meeting)					Luncheon & Poster Session (Dr. Hojong Kim)				
13:30~15:00	**O v e r s e a s**	A1) Japan (Sawaguchi, Prof. at Waseda)	**B u s i n e s s**	B1) Ikcheol, Kim ("Techinfo")		**C o m p a n I E s**	C1) Japan Case (Arita at Hitachi)	**D es ig n**	D1) KwonHee Kim (Korea Univ.)	
		A2) Malaysia- Intel Case 1		B2) SeungHyun, Kang(Dr. KPU)			C2)Samsung Elec. (Hyung-Suk Yeo)	**S O O H o ng L E e**	D2) WoonB.Hwang (Pohang Univ.)	
		A3) Taiwan (Prof. Sheu, TsingHwa U.)		B3) Kyeongwon, Lee (Prof. KPU)			C3)LG Electronics (Jungho Shin)		D3) Sung K. Park (Jeonbuk Univ.)	
15:20~17:00		A4) Malaysia- Intel Case 2	**S u n g u k I m**	B4) KyuJin Jung (Gen3 Korea)			C4) POSCO (Heechoon Lee)		D4) Dong M. Jung (WonKwang U.)	
		A5) Russia 1 (TRIZ Master)		B5) HongYulYoon (TRIZ Center)			C5) Hynix Semi Conductor (Kim)		D5) YongKyunShin (on Taguchi)	
		A6) Russia 2 (Prof. on TRIZ)		B6) Hojong Kim (Kim's TRIZ)			C6) Hyundai Motors (Mr.Park)		D6) YongwonSong (Prof. KPU)	
							C7) LS Cable (YoungJoon Ahn)		D7) Kang Park (Myonji Univ.)	
17:00~18:00	K5	Keynote Speech (TRIZ Master Dr. Oleg)				17:30 Closing (Organizing Committee)				
19:00	Gala Dinner & Self-Introduction					Korea Performance (for foreigners)				

※ This is a temporal Program changeable.

■ **Fee**   US $ 400 (for 2 days)   (50 % Discount for General Presenter and Students)

    ※ For Gala Dinner on March 10 (Thursday)   +   extra US $ 50 added.

■ **Benefit** Luncheon for 2 days, Program Guide Book,   USB memory(including all proceedings)

■ **Online Registration**

   http://ac.hankyung.com   (for Foreigners, onsite registration with same price,

                  for Koreans, onsite registration with extra 100,000 Won)

      (From February, 7th (Monday), 2011)

■ **Contact**

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   KATA (Korea Academic TRIZ Association) Tel. 82-31-8041-0426

            KoreaTRIZCON@paran.com   or   lkw@kpu.ac.kr

         Homepage.   www.Koreatrizcon.kr

◆ Advanced TRIZ Tutorial Program ◆

- **Day : March 9 (Wednesday) 2011,   09:00~18:00   (4 hours + 4 hours)**

   1) **Function Approach in Modern TRIZ   (Dr. Oleg)**

    - Function Analysis for Product, Trimming, Function Oriented Search, Resource Analysis

   2) **Towards an Inventive Mode of Design in R&D departments (Prof. Cavallucci)**

    - In a systematic way using a computer software that assists R & D teams when facing with complex and multidisciplinary engineering situations; TRIZ summary, and its limitations: what's next in a lifetime of a theory ? TRIZ Acquisition project : a software based on a research, Case studies as an illustration to the software functionalities, Teaching experiences both in engineering schools (university) and lifelong learning.

- **Place : HanKyung Academy Classroom   (3F Floor, Korea Economic Daily**

                        Newspaper Building, Seoul, Korea)

- **Tuition :   US $ 200**

K-1   JoonYang, Jung   (POSCO CEO),   "Words of encouragement"

K-2   Yong-Geun Kim   (President at Korea Institute for Advancement of Tech.)
           "Congratulatory message"

K-3   Jun-Young Choi   (President at Korea Polytechnic University)
           "Congratulatory message"

K-4   Wook Sun (Professor, Seoul National U. and Korea TRIZ Champion)
           "Topics on Creative Management and TRIZ"

K-5   Dr. Oleg Feygenson, TRIZ master ('Algorithm' Research Tech. Center, Russia)
           "Actual directions of TRIZ evolution in Russia"

K-6   JungHwa, Han   (Professor at Dept. Business Administration, HanYang Univ.)
           "TRIZ and Paradox of Management"

K-7   Denis Cavalluci,   (Professor Dept. Mechanical Engineering, INSA Strasbourge,
                         France, Former President of European TRIZ Association)
      "Beyond TRIZ limits: for a sustainable future of the theory's derived
      methodologies and tools"   "

K-8   Gyung-Jin Park, (Professor, Dept. Mechanical Engineering, HanYang University)
      "Usage of Design Methods in the Steps of Design Architecture"

A-1   Professor Manabu Sawaguchi   (Waseda Univ., Japan)
      "Two Directions for TRIZ Methodology to Improve Corporate"

A-2   Nagappan Annamalai, Nadarajan Subramaniam   (Intel Technology,
                                         Test Department, Malaysia)
      "Case Study of INTEL: Double Stack Prevention thru TRIZ Methodology"

A-3　D. Daniel Sheu*, Yun Man Lin (Dept. of Industrial Engineering and Engineering
　　　　　　　　　　　　　　　　Management, National Tsing Hua University, Taiwan)
　　　"A Systematic Component Trimming Method for Problem Solving and
　　　Equipment Re-design"

A-4　Darin Moreira Anthony Vincent, CT Ong　(Intel Corporation,
　　　　　　　　　　　　　　　　　　Finish Engineering Department, Malaysia)
　　　"Using TRIZ to improve Quality & achieve a Leaner conversion process"

A-5　Professor Victor Berdonosov*, Elena Redkolis, Konstantin Nikitin
　　　　　　　　　　　　　(Komsomolsk-na-Amure State Technical University, Russia)
　　　"STRUCTURE FUNCTIONAL ANALYSIS OF THE BUSINESS PROCESSES"

A-6　TRIZ Master Naum Feygenson* (Russia), TRIZ Master Len Kaplan (USA)
　　　"Increasing TRIZ Power with Morphological Analysis"

B-1　Director　Ikcheol Kim　("Tecinfo" Inc. & Chairman of KTA)
　　　 "New product concept development through TRIZ"

B-2　Dr. SeungHun Kang* & Profesor YongWon Song (Korea Polytechnic Univ.)
　　　"Inventive Problem Solving in Small and Medium-sized Enterprises by TRIZ"

B-3　Professor　Kyeongwon, Lee (Dept. Mech. Design, Korea Polytechnic Univ.)
　　　"Forecasting the New Business Using TRIZ"

B-4　Director　KyuJin, Jung (GEN3 Partners Korea)
　　　"The How-to of Systematic Open Innovation"

B-5　CEO Hongyul Yoon (TRIZ Center)
　　　"Ideation with OTSM-based TRIZ for New Market Creation"

B-6　Dr. Hojong Kim (Kim's TRIZ)
　　　"A Case Study of the Practical TRIZ Education at University in Korea"

C-1 Chief Researcher, Setsuo Arita (Energy and Environmental Systems Laboratory, Hitachi, Ltd.)

"Activities for TRIZ Introduction and Penetration into Hitachi Group and Some Typical Application Cases"

C-2 Manager, Hyung-Seok Yeo (VIP Center, Samsung Electronics)

"A Case Study for Technology Forecasting Based on TRIZ-DE"

C-3 Dr. Jungho Shin (Production Engineering Research Institute, LG Electronics)
"Creative MBA Course for Smart Working"

C-4 Manager, Heechoon Lee (POSCO Productivity Research Center)
"Strategy and Application of TRIZ, the Tool of POSCO Creative Innovation"

C-5 Manager, Seong Hwan Kim (PKG & TEST Factory, Hynix Semiconductor)
"TRIZ Process in Semiconductor Factory and Sample"

C-6 Manager, Jong Nak, Park (Research Center of Hyundai Motors)
"DFSS (Design for Six Sigma) & TRIZ"

C-7 Manager, YoungJoon, Ahn (LS Cable)

"Design Torque Sensor for EPS System Using TRIZ"

D-1 Professor Kwon-Hee Kim, (Dept. Mechanical Engineering, Korea University)
"Engineering design education and TRIZ-Experiences at Korea University"

D-2 Professor Woonbong Hwang (Dept. of Mechanical Engineering Pohang Univ. of Science and Technology)
"Creative Design Education in ME, POSTECH: Undergraduate Students' Patents"

D-3 Affiliated Professor, Sung Gyun Park (Chonbuk Univ. & Vice Chairman of KTA)
"Reviews of Altshuller's Books translated in Korean, by activity of Korea TRIZ Association's study group"

D-4 Professor DongMyong Jeong * and MinHye Lee, (Dept. Electronics and
Control and Research Institute of Somatic Science, Wonkwang Univ.)
"A Study on the Direction of university education about the Creativity, Ethics
and Creative engineering design"

D-5   CEO Yong-Gyun Shin (Han Quality Management Research Laboratory)
"Product Robust Design using Taguchi Method"

D-6   Profesor YongWon Song* & Dr. SeungHun Kang (Korea Polytechnic Univ.)
Teaching Creative Thinking and Problem Solving Skills by TRIZ

D-7   Professor, Kang Park   (Dept. of Mech. Engineering, MyongJi Univ.)
"Creative Elementary Design: The case of Student Design Festival"

P-1   Kosit Noorit*   (SIAM CEMENT GROUP, Thailand)
"Reduce Over-lubrication Phenomena on PVC Extrusion"

P-2   Santad Khandipanichakul*   (SIAM CEMENT GROUP, Thailand)
"The case study of extending the useful lifetime of equipment by using Classical TRIZ"

P-3   Siriamornrat Thitiwat*   (SIAM CEMENT GROUP, Thailand),
Puchaneeyakul Satapat (SIAM CEMENT GROUP, Thailand),
Sumet Chantanachulapong (SIAM CEMENT GROUP, Thailand)
"Reduce Crack-Defect in Corrugated Box Processing"

P-4   Jaeyoung Lee*, Choonsoo Lee, Seongjin Kim, Yunseok Kim
(Research Center of Hyundai Motors)
"Concept Generation of Corrosion Resistant Brake System Using TRIZ"

P-5 TRIZ Master,   Naum Feygenson (Russia)

"Operational Zone: 2D or 3D?"