The Sixth TRIZ Symposium in Japan, 2010

-New Fields and New Users !-

Sept. 9~11, 2010
at Kanagawa Institute of Technology, Kanagawa, Japan

On Opening the Symposium

September 9, 2010

Toshihiro Hayashi
Chairperson of the Board, Japan TRIZ Society, NPO

E-mail : info@triz-japan.org  URL: http://www.triz-japan.org/
Purpose & Aims of this 6th Symposium

1) To openly present and discuss on how to penetrate, promote and apply TRIZ, a methodology for creative technology innovation.

2) To encourage the improvement of the TRIZ methodology itself and related methodologies & ideas, to enhance penetration, promotion and application of them.

3) To provide opportunities for making personal relationships among the people interested in and working with TRIZ in Japan and in the world, and to encourage the understanding and penetration of TRIZ and related methodologies.

4) The theme: **New Fields and New Users!**
Growth & Process of TRIZ symposia in Japan

(as of Sept. 01, 2010)

<table>
<thead>
<tr>
<th>Number</th>
<th>Organizer</th>
<th>Time</th>
<th>Place</th>
<th>Attendees</th>
<th>Presenters</th>
</tr>
</thead>
<tbody>
<tr>
<td>First</td>
<td>Japan TRIZ CB</td>
<td>Sept. 1-3, 2005</td>
<td>Laforet Shuzenji, Izu, Shizuoka</td>
<td>104</td>
<td>20</td>
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<td>Second</td>
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<td>Aug. 31-Sept. 2, 2006</td>
<td>Panahills Osaka, Suita, Osaka</td>
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<td>Third</td>
<td>ditto</td>
<td>Aug. 30-Sept. 1, 2007</td>
<td>TOSHIBA Education &amp; Training Institute, Shinyokohama</td>
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<td>JTS</td>
<td>Sept. 10-12, 2008</td>
<td>Laforet Biwako, Moriyama, Shiga</td>
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<td>46</td>
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<td>Fifth</td>
<td>JTS</td>
<td>Sept. 10-12, 2009</td>
<td>National Women's Education Center (NWEC), Saitama</td>
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<td>42</td>
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<td>Sixth</td>
<td>JTS</td>
<td>Sept. 9-11, 2009</td>
<td>Kanagawa Institute of Technology, Kanagawa</td>
<td>165</td>
<td>40</td>
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</table>
Features of this 6th symposium

Contents suited to an era demanding innovation

1) 2 Keynote lectures from abroad: Please refer to the next slide
   2 pre-sessions:
   • Tutorial for domestic newcomers
   • Preliminary session with foreign participants

2) 5 Invited lectures under the theme 「New Fields and New Users!」

3) Number of presentations is 40 (including 2 Keynote lectures),
   around the same as the previous year

4) 14 presentations from 6 foreign countries (Korea, Iran, Canada, England, Italy, Thailand) will be delivered

5) Expansion of TRIZ applicable scopes & ages: Wide range of
   presentations from big companies to SME, about diverse approaches
   and cases at the group and personal levels of various education and
   research facilities, and from application focusing on technical fields
   to those on nontechnical fields

6) • Interpretation/slide translation support by JTS volunteers
   • Full-colored proceedings using USB memory
Keynote Lectures of TRIZ Symposium 2010 in Japan

Keynote Lecture 1:

**TRIZ Activities in Iran**

– Mr. Mahmoud Karimi –
( Iranian Institute of Innovation and Technological Studies (IIITS), Iran )

Keynote Lecture 2:

**General Theory on Powerful Thinking (OTSM)**

– Mr. Nikolai Khomenko –
( Insight Technologies Lab., TRIZ Master, Canada )
5 Invited lectures

under the theme  “New Fields and New Users!”

JI04 : Application of TRIZ for Product Planning
Dr. Manabu Sawaguchi (Waseda University)

JI05 : TRIZ for Managers  Mr. Kazuya Yamaguchi (MOST, LLC)

JI06 : Intellectual Property Strategy of
TRIZ Usage and Practice
Mr. Toshimitsu Kataoka (Patbrain, Co., Ltd.)

JI07 : How to use TRIZ in software and
IT problem solving
Mr. Yojiro Fukushima (ex-Panasonic) , Dr. Toru Shonai (Hitachi)

JI08 : Education with TRIZ: For New Perspectives
Dr. Toru Nakagawa (Osaka Gakuin University)
### Participants breakout transition through 1st to 6th TRIZ Symposium in Japan

<table>
<thead>
<tr>
<th>Presenters</th>
<th>2005 (1)</th>
<th>2006 (2)</th>
<th>2007 (3)</th>
<th>2008 (4)</th>
<th>2009 (5)</th>
<th>2010 (6)</th>
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<td>Japan</td>
<td>University/ research institute</td>
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<td>6</td>
<td>3</td>
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<td>Industries</td>
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<td>10</td>
<td>10</td>
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<td></td>
<td>Personal, study group and others</td>
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<td>2</td>
<td>6</td>
<td>10</td>
<td>6</td>
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<td></td>
<td>Service providers</td>
<td>5</td>
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<td>7</td>
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<td>Overseas</td>
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<td>20</td>
<td>34</td>
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<td>Tutorials</td>
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<td>Attendees *</td>
<td>Industries users (except IP)</td>
<td>71</td>
<td>94</td>
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<td>Education/consulting</td>
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<td>43</td>
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<td>TRIZ tool vendors</td>
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<td>1</td>
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<td>4</td>
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<td>Others(IP, IT, personal, etc.)</td>
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<td>8</td>
<td>10</td>
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<td>16</td>
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<tr>
<td>Final attendees</td>
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<td>204</td>
<td>179</td>
<td>137</td>
<td>137</td>
<td>137</td>
</tr>
</tbody>
</table>

( * including presenters, based on advance registration )

Profile of Domestic Attendees
(Number of attendances)

2009
- 31% 2nd
- 22% 3rd
- 19% 4th
- 8% >5th

2010
- 32% 1st
- 30% 2nd
- 15% 3rd
- 13% 4th
- 10% >5th

Total 111 attendees
Total 115 attendees
Profile of Attendees
(Distribution of age)

Home vs Abroad

- <30
- >30
- >40
- >50
- >60
- Unknown

About Japan TRIZ Society (JTS), NPO

History:
- May, 2004: Roundtable meetings on TRIZ
- Jan, 2005: TRIZ Collaborative Board
- Dec, 2007: Japan TRIZ Society (JTS), NPO

Activities & Aims:
Government-approved Voluntary Activities by registered TRIZ-minded members

- To function as the center for dissemination of TRIZ in Japan
- Open and nation-wide activities to contribute to the reinforcement of technologic development power & international competitiveness of Japan
- To provide Japan’s TRIZ community with places for communication such as symposia, study societies and so on
Current status & organization of JTS

1. Membership:
   - Regular: 123 (2008), 107 (2009), 120 (2010 forecast)

2. Organization: (as of June 30, 2010)
   - General Assembly
   - Board Meeting
   - Auditor (Miwa)
   - Steering Committee (executive board members + board members)
   - Executive Meeting (executive board members + Committee Chairperson)
   - Chairperson of the board (Hayashi, (deputy) Mihara)
     - Secretariat (Hotta, Nakahata)
     - Planning Committee (Kurosawa)
     - Technology Committee (Konishi)
     - Publicity Committee (Hotta)
     - Symposium Steering Committee (Mihara)
       - Program Committee (Nakagawa)
     - West Japan Committee
     - East Japan Committee (Nakahata)
Role of committee & secretariat

- **Planning Committee**: Planning of JTS activities
- **Technology Committee**: Technology authorization as JTS and supervision of study group activities
- **Publicity Committee**: Publicity for outside and members (including website operation)
- **Symposium Steering Committee**: Planning and steering of symposium
  - **Program Committee**: Mgt. of call for presentations and program organization
- **West Japan Committee**: Activity promotion for West Japan (temporarily inactive)
- **East Japan Committee**: Activity promotion for East Japan (currently inactive)
- **Secretariat**: Business matter operation
Main Activities of Japan TRIZ Society, NPO

1. Planning & Holding of TRIZ Symposia
   - Primarily Japanese domestic but internationally-minded annual symposium

2. Study Societies by members
   - TRIZ application studies and guidance building through how to use TRIZ, TRIZ application case studies in various fields and situations

3. Planning & Holding of TRIZ Seminars
   - Seminars holding by joint hosting/endorsement/co-sponsorship with cooperative organizations

4. Development of publication contents
   - Development of education/dissemination contents for book publication, e-learning and seminars
About JTS Research Activities

1) Intellectual Property Creation Study Group
   (General manager: Kimihiko Hasegawa)
   Activity results, etc. will be introduced in poster session A

2) Business & Management TRIZ Application Study Group
   (General manager: Ikuo Yoshizawa)
   Activity results, etc. will be introduced in poster session A

New activities starting in October, 2010

3) Education & TRIZ Study Group
   (General manager: Toru Nakagawa)
   Activity procedure, etc. will be introduced in invited lecture JI08

4) IT & Software Study Group
   (General manager: Toru Shonai)
   Activity procedure, etc. will be introduced in invited lecture JI07
Preparation organization and collaborators of TRIZ Symposium 2010 in Japan (1)

Overall management: T. Hayashi

Preparation organization (Symposium steering committee)

Chairperson: Y. Mihara
Secretariat: M. Hotta, R. Shimizu (JTS)
Site arrangement: M. Ishihama
Overseas support: T. Nakagawa, A. Inoue (Toshiba)

(Program committee)

Chairperson: T. Nakagawa, (deputy) Y. Konishi
Member (and poster session arrangement): Y. Fukushima
Member: T. Shonai


Graphic Design: K. Goto (Ricoh)

[Titles from names omitted] [INPO]
[Those without affiliation descriptions are members of the JTS steering committee]
Preparation organization and collaborators of TRIZ Symposium 2010 in Japan (2)

Volunteers for Interpretation/Slide Translation

(Interpretation): Y. Konishi, S. Kurosawa,
M. Ishihama, T. Kamimura (Willfort International Patent Attorneys),
H. Sakata (Hitachi)

(Translation to Japanese): Y. Konishi, S. Kurosawa, F. Kikuchi,
K. Nakahata, T. Masaki, M. Sawaguchi, O. Ikeda, T. Nakagawa,
T. Oka (Konica-Minolta BT), A. Inoue (Toshiba), T. Takahara (Individual),
Y. Watanabe (Sony), A. Mochizuki (Nissan motors), H. Sakata (Hitachi)

(Translation to English): T. Nakagawa, Y. Konishi, T. Shonai,
K. Miyashita (Individual), K. Tsuwako (Hitachi GST)

(Assist of English Translation): T. Nakagawa, Y. Konishi, S. Arita,
Y. Osone (Hitachi), T. Nakamigawa (Hitachi),
K. Tsuwako (Hitachi GST), A. Ishida (Hitachi Consulting)

[ Titles from names omitted ] [ INPO ]
[ Those without affiliation descriptions are members of the JTS steering committee ]
Acknowledgment

We are extremely grateful to all the people involved at Kanagawa Institute of Technology, who readily agreed to use their facilities and accommodated us in many aspects in holding this symposium.
Thank you for your attention.