



MATRIZ Official

THE INTERNATIONAL TRIZ
OFFICIAL ASSOCIATION

Time is indicated as Central European Summer Time (CEST)
The conference is organized in both in-person and online formats.

ITC-2023 CONFERENCE PROGRAM

AUGUST 30, 2023		WEDNESDAY
	PRE-CONFERENCE TUTORIALS AND PRACTICE WITH TRIZ	
10:00-11:00	TUTORIAL: AI/Text mining with a TRIZ Mindset <i>Simon Dewulf, Patent Inspiration</i>	
11:00-12:00	TUTORIAL: The power of balance – how people can strengthen their creativity in stressful times <i>Barbara Gronauer, TRIZ Academy</i>	
12:00-13:00	TUTORIAL: It is hard to be a genius – the life and adventures of Genrikh Altshuller <i>Simon Litvin, GEN TRIZ</i>	
13:00-14:00	LUNCH	
14:00-17:00	PRACTICE: SOLVING PROBLEM ON THE SPOT <i>Leader: Alex Lyubomirskiy, GEN TRIZ</i>	

AUGUST 31, 2023		THURSDAY
08:00-09:00	REGISTRATION	
09:00-09:20	Welcome to ITC-2023: Opening Ceremony	
09:20-10:00	KEYNOTE: Fostering creativity in entrepreneurship education – challenges and success stories <i>Stephan Vorbach</i>	
	<i>Papers Presentations</i>	
10:00-10:20	A MATRIZ Official Member introduces itself: European TRIZ Campus e.V. <i>Barbara Gronauer, Horst Naehler, Robert Adunka, Oliver Gerundt, Bernd Hausmann, Oliver Mayer, Jochen Orso</i>	
10:20-10:40	Business Orchestration Strategy for Sustainable Development of Enterprises based on S-Curve <i>Zhang Jing, Zhang Heyang, Zhang Xiangmin</i>	
10:40-11:00	REFRESHMENT BREAK	
	<i>Papers Presentations</i>	
11:00-11:20	Pioneering Borneo TRIZ and further proliferate knowledge with remote locations <i>Narayanan Kulathuramaiyer, Tan Eng Hoo, Awangku Merali Pengiran Mohamed</i>	

11:20-11:40	Resolving contradictions between functionality and usability in technical systems <i>Hemant Pardikar</i>
11:40-12:00	Solving TRIZ Problems With TRIZ <i>Malgorzata Przymusiala</i>
12:00-13:00	LUNCH
13:00-13:40	KEYNOTE: The use of TRIZ in and innovation and collective intelligence approach <i>Cécile Amar, Renault Group</i>
<i>Papers Presentations</i>	
13:40-14:00	Resource Analysis for hidden threats identification <i>Kirill Domkin</i>
14:00-14:20	TRIZ Approach to Innovation Portfolio Analysis <i>Simon S. Litvin</i>
14:20-14:40	Considering information as a legitimate component in TRIZ-based Function Analysis <i>Oleg Feygenson, Naum Feygenson</i>
14:40-15:00	Leveraging Generative AI as a resource for Information Retrieval in TRIZ Problem Solving and Idea Generation <i>Tanasak Pheunghua</i>
15:00-15:40	REFRESHMENT BREAK
<i>Papers Presentations</i>	
15:40-16:00	TRIZ-Based Software as a Front-End to AI Chatbots <i>Alla Zusman, Boris Zlotin, Matej Hohnjec</i>
16:00-16:20	Who Needs TRIZ Consultants: A Case Study <i>Oleg Abramov, Natalia Tomashevskaya, Alexander Medvedev, Konstantin Rumiantsev</i>
16:20-16:40	TRIZ Ideas in a Systematic Presentation <i>Petr Shimukovich</i>
16:40-17:00	Demand/Trend Matrix: Quick Roadmapping Future Innovations <i>Valeri Souchkov</i>
17:00-17:20	TRIZ and Practical Artificial Intelligence <i>Boris Zlotin, Alla Zusman</i>
17:20-17:40	TRIZ for Small Business <i>Andrey Kudzi</i>
17:40-18:00	Using Sustainability modelling with TRIZ in product development projects to embed sustainable goals <i>Oliver Mayer, Uwe Schaumann</i>
19:00-21:00	RECEPTION AND COCKTAIL PARTY

SEPTEMBER 1, 2023		FRIDAY
08:00-09:00	REGISTRATION	
<i>Papers Presentations</i>		
09:00-09:20	Creating a learning pull - TRIZ for Business & Management Use Case <i>Prashant Y. Joglekar</i>	

09:20-09:40	TRIZ tool and Fishbone Diagram Variant <i>Xinming Lu</i>
09:40-10:00	Space-Time-parameter operator for advanced function analysis <i>Stéphane Savelli, Oleg Y. Abramov</i>
10:00-10:20	Developing Sustainability Assessment Methods for TRIZ Modelling Tools based on Circularity and SDGs <i>Horst Nähler, Barbara Gronauer, Karl Koltze, Bruno Scherb</i>
10:20-10:40	Applying the theory of inventive problem solving (TRIZ) to policy making: identifying complex policy problems and generating innovative solutions. <i>Prasanna Bhagwan, Ashutosh Prachand</i>
10:40-11:20	REFRESHMENT BREAK
11:20-12:00	KEYNOTE: The benefits of adopting a TRIZ Mindset in the era of data analysis and AI <i>Simon de Wulf, Patent Inspiration</i>
12:00-13:00	PANEL DISCUSSION: From a solution idea to its successful implementation <i>TRIZ Leaders</i>
13:00-14:00	LUNCH
TRIZ for EDUCATION SESSION:	
<i>Papers Presentations</i>	
14:00-14:20	TRIZ In Education: Contradiction or Integration <i>Olga Krashenninikova</i>
14:20-14:40	Popularization of TRIZ Pedagogy and creativity development among young children and their parents. Artistic approach <i>Alisa Faer</i>
14:40-15:00	TRIZ as a Source of Tools for Future Education <i>Alla Nesterenko</i>
15:00-15:20	REFRESHMENT BREAK
<i>Papers Presentations</i>	
15:20-15:40	Use of metaphors teaching 6-9-year-old kids to solve creative tasks using the adapted algorithm for children <i>Nadezhda Zhuravleva</i>
15:40-16:00	Case-study: using TRIZ tools to streamline lesson planning and preparation and save teacher's time and effort <i>Maria Dunaeva</i>
16:00-16:20	"Nature has no bad weather" Or reasoning about answers to open-ended problems <i>Evegenia Gin</i>
16:20-17:00	KEYNOTE: TRIZ in digital transformation projects: real-world applications <i>George Martsinovskii, EPAM Systems</i>
17:30-19:00	City Tour
19:30-22:00	CONFERENCE DINNER

SEPTEMBER 2, 2023**SATURDAY**

<i>Papers Presentations</i>	
10:00-10:20	Fuel Saving Winglets - TRIZ Use Case <i>Prashant Y. Joglekar</i>
10:20-10:40	Innovative design of heat pump air conditioning based on TRIZ <i>Xiaofan Su, Jiao Chen, Tianyang Yu , Changsheng Bai, Yamin Zheng</i>
10:40-11:00	Precision in measurement techniques through TRIZ for aquaculture <i>Santana Talía, Salazar Kristian, Hernández J. Luis, Cruz Ana Lilia, Meraz Andres</i>
11:00-11:20	"Create Products". A gamification concept with TRIZ elements for VET schools in Austria <i>Jürgen Jantschgi, Wolfgang Pachatz</i>
11:20-11:40	Cause and Effect Chain Analysis - the essence of understanding where the problem occurs. Case study <i>Jerzy Obojski</i>
11:40-12:00	Imperceptible detection of fluorescence – towards a proof-of-concept prototype <i>Jerzy Chrzaszcz</i>
12:00-13:00	LUNCH
13:00-16:00	TRIZ Master Defences and Certification
16:00-16:30	FINAL DISCUSSION
16:30	CONFERENCE CLOSING

Note: This is the final agenda, minor deviations are possible.