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.

More information about the conference:
https://www.matriz-official.net/index.php/events/2-uncategorised/31-itc-2023-page

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** *Simon Dewulf, Patent Inspiration*
11:00-12:00	**TUTORIAL:** **The power of balance – how people can strengthen their creativity in stressful times** *Barbara Gronauer, TRIZ Academy*
12:00-13:00	**TUTORIAL:** **It is hard to be a genious – the life and adventures of Genrikh Altshuller** *Simon Litvin, GEN TRIZ*
13:00-14:00	**LUNCH**
14:00-17:00	**PRACTICE: SOLVING PROBLEM ON THE SPOT** *Leader: Alex Lyubomirskiy, GEN TRIZ*

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** *Stephan Vorbach*
	Papers Presentations
10:00-10:20	**A MATRIZ Official Member introduces itself: European TRIZ Campus e.V.** *Barbara Gronauer, Horst Naehler, Robert Adunka, Oliver Gerundt, Bernd Haussmann, Oliver Mayer, Jochen Orso*
10:20-10:40	**Business Orchestration Strategy for Sustainable Development of Enterprises based on S-Curve** *Zhang Jing, Zhang Heyang, Zhang Xiangmin*
10:40-11:00	**REFRESHMENT BREAK**

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

08:00-09:00	REGISTRATION
	Papers Presentations
09:00-09:20	**Creating a learning pull - TRIZ for Business & Management Use Case** *Prashant Y. Joglekar*
09:20-09:40	**TRIZ tool and Fishbone Diagram Variant** *Xinming Lu*
09:40-10:00	**Space-Time-parameter operator for advanced function analysis** *Stéphane Savelli, Oleg Y. Abramov*
10:00-10:20	**Developing Sustainability Assessment Methods for TRIZ Modelling Tools based on Circularity and SDGs** *Horst Nähler, Barbara Gronauer, Karl Koltze, Bruno Scherb*
10:20-10:40	**Applying the theory of inventive problem solving (TRIZ) to policy making: identifying complex policy problems and generating innovative solutions.** *Prasanna Bhagwan, Ashutosh Prachand*
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** *Simon de Wulf, Patent Inspiration*
12:00-13:00	**PANEL DISCUSSION:** **From a solution idea to its successful implementation** *TRIZ Leaders*
13:00-14:00	**LUNCH**
	TRIZ for EDUCATION SESSION:
	Papers Presentations
14:00-14:20	**TRIZ In Education: Contradiction or Integration** *Olga Krashenninikova*
14:20-14:40	**Popularization of TRIZ Pedagogy and creativity development among young children and their parents. Artistic approach** *Alisa Faer*
14:40-15:00	**TRIZ as a Source of Tools for Future Education** *Alla Nesterenko*
15:00-15:20	**REFRESHMENT BREAK**
	Papers Presentations
15:20-15:40	**Use of metaphors teaching 6-9-year-old kids to solve creative tasks using the adapted algorithm for children** *Nadezhda Zhuravleva*
15:40-16:00	**Case-study: using TRIZ tools to streamline lesson planning and preparation and save teacher's time and effort** *Maria Dunaeva*
16:00-16:20	**"Nature has no bad weather"** **Or reasoning about answers to open-ended problems** *Evegenia Gin*

16:20-17:00	**KEYNOTE:** **TRIZ in digital transformation projects: real-world applications** *George Martsinovskii, EPAM Systems*
17:30-19:00	**City Tour**
19:30-22:00	**CONFERENCE DINNER**

SEPTEMBER 2, 2023   SATURDAY

	Papers Presentations
10:00-10:20	**Fuel Saving Winglets - TRIZ Use Case** *Prashant Y. Joglekar*
10:20-10:40	**Innovative design of heat pump air conditioning based on TRIZ** *Xiaofan Su, Jiao Chen, Tianyang Yu , Changsheng Bai, Yamin Zheng*
10:40-11:00	**REFRESHMENT BREAK**
11:00-11:20	**"Create Products". A gamification concept with TRIZ elements for VET schools in Austria** *Jürgen Jantschgi, Wolfgang Pachatz*
11:20-11:40	**Cause and Effect Chain Analysis - the essence of understanding where the problem occurs. Case study** *Jerzy Obojski*
11:40-12:00	**Imperceptible detection of fluorescence – towards a proof-of-concept prototype** *Jerzy Chrzaszcz*
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.