

TRIZ Introduction Workshop

Innovative Ideas Generation Method

This training course aims to provide insights for participants about the application of modern tools for creating new products, new processes and new technologies.

There are numerous companies around the world applying TRIZ to their product and process development: **Samsung, Hyundai, HP, Johnson & Johnson, Siemens, P&G, BMW, etc.** These companies use TRIZ to solve operational problems, develop products, improve process and cut costs.

Objective:

- Apply to daily problem solving to create new ideas
- Enhance the ability to create innovative ideas quickly and efficiently
- Understand the practical use of TRIZ techniques to solve customer's problems

Target Audience:

- ✚ Engineering Managers
- ✚ Product/Process Development Managers and Engineer
- ✚ Quality Managers
- ✚ Project Managers
- ✚ Educational Instructors

Content:

Morning Session

- ❖ Introduction to TRIZ & Systematic Innovation
- ❖ Function Analysis for new product ideas and improvements
- ❖ Device Trimming for cost cutting and product simplification
- ❖ Cause Effect Chain Analysis for product and process improvements
- ❖ FAE Knowledge base & Patent Search

Afternoon Session

- ❖ Introduction of Engineering & Physical Contradictions to create breakthrough and innovative ideas
- ❖ Understanding of 40 Inventive Principles
- ❖ Patent Circumvention
- ❖ Introduction of Su-Field Analysis
- ❖ Case sharing: How CLP, MTR, HKSTP and other construction organizations implement TRIZ to their innovation campaigns

"Samsung had early successes with TRIZ, saving over \$100 million in its first few projects... In 2003 TRIZ led to 50 new patents for Samsung and in 2004 one project alone, a DVD pick-up innovation, saved Samsung over \$100 million. TRIZ is now an obligatory skill set if you want to advance within Samsung..."

Sources: What Makes Samsung Such An Innovative Company? - Haydn Shaughnessy, Contributor, Forbes.com LLC, July 2013



Speaker:



Dr Michael YH Li is an authorised MATRIZ Representative of Council of Expertise & Methodology (CEM) in Hong Kong, and China (License No. 045/06-2014/1). Dr Li is the Founding President of Institute of Systematic Innovation, Hong Kong; Visiting Lecturers of City University of Hong Kong and Polytechnic University of Hong Kong.

Dr Li has more than 30 years experience in Senior and Operational Management. He has been invited to be the trainer of professionals in various industries. He was invited by the Department of Export Promotion, Ministry of Commerce of Thailand to train up Thai professionals on Product Innovation and Management. He also did professional training for China delegations on Creativity Techniques, Innovation Product Development, TRIZ Inventive Problem Solving, etc.

Details:

Date: 5 Aug 2015

Time: 9:00am – 5:00pm

Venue: HKQAA Conference Room - 19/F., K. Wah Centre, 191 Java Road, North Point, Hong Kong

Language: Cantonese

Fee#: HKD 1,100

(Enjoy early bird rate HKD 980 if register before 6 Jul 2015)

FOR ENQUIRIES:

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*#Please make cheque payable to "Hong Kong Quality Assurance Agency" and send it together with this form to:
Hong Kong Quality Assurance Agency, 19/F., K. Wah Centre, 191 Java Road, North Point, Hong Kong*

Fax No: 2202 9198 / Email: anson.wong@hkqaa.org

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*Remarks : 1. All successful registrants will receive a confirmation letter. 2. No Certificate of Attendance will be issued. 3. There is handling charge for the request of attendance record
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