

BUSINESS & SERVICES

15th NOV 19
Holiday Inn, PUNE

WHO SHOULD ATTEND?

Senior Decision Makers / Strategy Heads, Marketing heads, Business heads, Chief Technology Officers, Chief Innovation Officers, Six Sigma Specialist, Black belt Champions, Chief Operating Officers and Chief Executive Officers to name a few.



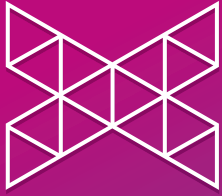
ORGANIZED BY

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India is among the fastest growing economies for the past couple of years. Today's market is a meeting place of the informed consumers on the one hand, and corporations with a growing capability to deliver with technology and social media, serving as strong enablers.

This churn has posed many challenges to business offering designers, requiring to put on their innovative hats at all stages of the business cycle. TRIZ as an innovation enhancing tool has a firm foothold in many leading organisation with its ability to effectively handle existing and future anticipated problems reliably. What has been established in engineering and design functions is being discovered to be applicable other business functions.

TRIZ for X this time promises to offer a ring side view of how TRIZ techniques could help solve problems faced by any business function in various domains...



BENEFITS OF ATTENDING

- Understand the power of TRIZ from the Masters themselves.
- Provide an appreciation of advanced topics in TRIZ for Business & Services.
- Exposure to topics like Business innovation, TRIZ for Supplychain & Logistics, Business Strategy.
- Provide understanding of tools to draft a bullet proof Business Strategy, identify adjacent market you're your products etc.



WHICH INDUSTRIES SHOULD ATTEND?

Banking & Financial Institutions, Electronic, Auto & Auto Auxiliary, Electrical & Semi-Conductor, IT / ITES, Service Industry, Retail & FMCG, Defence & Aviation, Manufacturing & Engineering, Telecom, Chemical, Construction & Infrastructure, Government & Academia to name a few.



About TRIZ Association of Asia

TRIZ Association of Asia is an association of members united based on common interests in the field of development, application, teaching and proliferation of innovative technologies founded on G.S. Altshuller's Theory of Inventive Problem solving (TRIZ) and is a regional body representative of International TRIZ Association (MATRIZ). International Association of TRIZ was created as to the initiative of founder of TRIZ, G.S. Altshuller in 1997. Henry Saulovich designed the structure and formulated the objectives of MATRIZ. The Main activity of MATRIZ is connected with attestation of users and the certification of specialists in TRIZ, by organising conferences, international competitions, examining methodological and scientific developments of TRIZ, by the information support of specialists in TRIZ. TRIZ Association of Asia also encourages proliferation of innovative thinking amongst school children & Parents of children (aged 3-8).



- 8:00 to 9:00 ● **Welcome and Registration**
- 9:00 to 10:30 ● **Best practices of application of TRIZ in the areas of business and management**



Valeri Souchkov
*TRIZ Master, Head ICG Training & Consulting,
Co-founder of the **European TRIZ Association***
*Vice President and Board Member of the **International TRIZ Association (MATRIZ)***
*Co-founder and President of the **International Business TRIZ Association (IBTA)***
- 10:30 to 11:00 ● **Networking Break**
- 11:00 to 12:30 ● **TRIZ for Adjacent Markets Identification**



Simon Litvin, PhD
*TRIZ Master, CEO/President – **GEN TRIZ (USA)***
*Chairman of the TRIZ Master Certification Council of **MATRIZ***
- 12:30 to 13:45 ● **Networking Lunch**
- 13:45 to 14:45 ● **Evaluation of the Effectiveness of Modern TRIZ Based on Practical Results in New Product Development**



Oleg Y. Abramov, PhD
TRIZ Master, Board Member of MATRIZ
*Chief Technology Officer, **Algorithm, Ltd.***
*a strategic partner of **GENTRIZ LLC***
- 14:45 to 15:15 ● **Grassroots innovation @ Capgemini**



Sanjib Goshal
*Lead Six Sigma, **Capgemini India***
- 15:15 to 15:45 ● **Networking Break**
- 15:45 to 16:30 ● **TRIZ based Happiness Equation for Business Growth**



Alex Lyubomirskiy
*Chief Scientific Officer GEN TRIZ, **TRIZ LEVEL 5 Master***
- 16:30 to 17:30 ● **Open Discussion**
- 17:30 ● **End of Conference**