Preliminary Program

4th TRIZ Future Conference

Florence (Italy), November 3-5, 2004

*TRIZ the "**Theory of Inventive Problem Solving**" is a living science and a practical methodology: millions of patents have been examined and analysed to look for principles of innovation - to study the patterns of excellence. The lessons learned from this analysis seem to work in practice. Large and small companies are using TRIZ at many levels to solve problems and to develop strategies for future technologies. TRIZ is mostly applied on technical problems, but spreads nowadays also in other areas..*

In 2004 ETRIA - the European TRIZ Association - is proposing its fourth annual TRIZ Future Conference where a broad spectrum of subjects in various fields will be presented and debated with experts, practitioners and newcomers of TRIZ. The last two editions of the conference have been focused on scientific, academic and pedagogical aspects of TRIZ development in 2002 and best practices in systematic innovation through industry (mainly automotive) in 2003. One of the aims of the 2004 edition is the integration of TRIZ with other methodologies/tools and the dissemination of systematic innovation practices even through Small and Medium Enterprises.

According with this objective, the first day of the conference will be co-organized with the Italian TRIZ Association "Apeiron". Moreover, the participants to the conference will be able to follow the presentations and gain the maximum value independently from their TRIZ knowledge. According with this goal the sessions will follow an increasing expertise order.

	Wednesday November 3rd	**Thursday November 4th**	**Friday November 5th**
	Opening Ceremony	Keynote Speaker: **Victor Fey** (TRIZ Group)	Keynote Speaker: **Linde Hansjürgen** (WOIS Institute for Innovation Research)
Morning I	Tutorials By **Valeri Souchkov** (InBITween)	Integration with other methodologies	Research and Developments
Morning *II*		Patent Analysis and IP Management	
Lunch			
Afternoon I	Case studies	Innovation Strategies	New Fields of Applications
Afternoon II	Case studies	TRIZ for SMEs	ETRIA: Members Coordination Board Meeting
Evening		Trip to Vinci: Visit to the renewed museum of Leonardo Dinner	

Organizing Partners: