

## BUSINESS & SERVICES

15<sup>th</sup> 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



Academic Partners

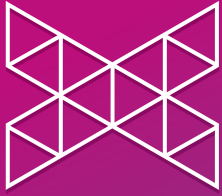


Support Partners



Association Partner





## BUSINESS & SERVICES

15<sup>th</sup> NOV 19  
Holiday Inn, Pune

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).



9:00 to 10:30 ● Best practices of application of TRIZ  
in the areas of business and management



**Valeri Souchkov**

*Head ICG Training & Consulting, Head International TRIZ University,  
Co-founder of the **European TRIZ Association***

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)***

12:30 to 14:00 ● Networking Lunch

14:00 to 14:45 ● TRIZ to draft Bullet Proof Business Strategy  
(*Speaker TBD*)

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 ● Application of TRIZ in Supply chain & Logistics



**Alex Lyubomirskiy**

*Chief Scientific Officer GEN TRIZ, **TRIZ LEVEL 5** Master*

16:30 to 17:30 ● Open Discussion

17:30 ● End of Conference