



TRIZfest-2026

Invitation & Promotion Letter

Theory Deepening, Industrial Application, and Educational Transformation: Integrating TRIZ Across Industry, AI, and Lifelong Learning Ecosystems

Dear friends, practitioners and enthusiasts of TRIZ,

We are honored to share with you the first information about **21st International Conference “TRIZfest-2026”**, which will take place in cities of **Tianjin and Jinzhou**, People's Republic of China, in October 2026.

The event will be organized by, among others:

- The International TRIZ Association (MATRIZ)
- Tianjin University of Technology and Education (TUTE)
- Liaoning Petrochemical College
- Beijing IWINTALL Technology Co., Ltd.
- The Periodical Office of The Theory And Practice Of Innovation And Entrepreneurship

This will be the second time that China hosts TRIZfest. The first one took place in 2016 and was a very successful event. We would like to assure you that the scale of the upcoming conference will be no smaller. Our intention is to organize the largest TRIZfest in history, with an unprecedented number of TRIZ experts participating.



天津职业技术师范大学
Tianjin University of Technology and Education



TRIZfest-2026 in China is of special importance, as it marks the 100th anniversary of Genrich Altshuller's birth. Altshuller's intellectual legacy continues to grow through the work of innovators around the world. China, as an important driver of innovation, will honor this legacy with a landmark event and will promote TRIZ to a new level with an open and forward-looking attitude. Therefore, we sincerely invite you to join this conference with pride, with curiosity, and with an open mind.

To further support the application of TRIZ in different real-world contexts, TRIZfest-2026 will introduce a "dual-venue" format, designed to address two major areas of interest:

Practices in industrial cluster and Innovation in education.

- The “Practices in industrial cluster” session will be held in Tianjin for three days.
- The “Innovation in education” session will be held in Jinzhou for two days.

TRIZfest, as a flagship event in the field of innovation, has long been committed to bringing together global experts, scholars, and innovation practitioners to share their research insights and practical experiences with TRIZ. Over the years, the conferences has witnessed countless exchanges of ideas and sparks of creativity, all of which have contributed to the development and wider application of innovative methodologies.

The TRIZfest-2026 conference will continue this mission and offer an even more inspiring innovation event to all participants. The conference is planned to last five days and will feature a rich, carefully curated program. Each day will include **tutorial sessions** delivered by TRIZ experts, presenting the core principles of TRIZ in a clear and accessible way. A dedicated **paper presentation section** will allow participants to share their research results and practical case studies. In addition, **panel discussions** led by leading industry specialists and TRIZ masters will address the most relevant topics in the field of innovation. Together, these elements will ensure a rewarding and fully immersive experience for every guest.

TRIZfest-2026 will be held in collaboration with the **BRI & BRICS Skills Development and Technological Competition**. Participating in the TRIZfest-2026 may also offer the opportunity to observe or take part in the BRI & BRICS Competition. It showcases the creativity and innovative energy of young talents, providing opportunities to share achievements, exchange ideas, and connect with peers from leading universities.

Call for papers

If you would like not only to listen to other TRIZ practitioners but also to present your own achievements in TRIZ methodology, you are welcome to prepare your articles and presentations. We will inform you of the schedule for submitting abstracts.

All papers and presentation slides must be submitted in English for review and inclusion in the TRIZfest Proceedings, with the possibility of publication in the International Journal.

If you wish to have your paper published in the Chinese Journal of The Theory and Practice of Innovation and Entrepreneurship, please also provide a Chinese version of your paper. Submissions in other languages will not be accepted.

Simultaneous interpretation services in selected languages will be provided for the audience if necessary.

For more information, please contact:

- Blazej Czajkowski, MATRIZ Executive Director - blazej.czajkowski@matriz.org (English)
- Cai Limei - lily.cai@iwintall.com (Chinese)
- Claire Liu - claire.liu@iwintall.com (Chinese, English)
- Tonya Men - tonya.men@iwintall.com (Chinese, Russian)

For the latest information, please visit the MATRIZ website (matriz.org), the TRIZfest website (trizfest.org) and our social media channels.

Global Committee for TRIZfest-2026:

- Alp Lin, MATRIZ Board Member and Vice President of TRIZ Deployment in the People's Republic of China.
- Sergey Yatsunenko, MATRIZ President
- Sergei Ikovenko, MATRIZ Chairman of the Council on Expertise and Methodology
- Sergey Logvinov, MATRIZ Chairman of TRIZ Research and Development Council
- Blazej Czajkowski, MATRIZ Executive Director
- Magdalena Krupinska, MATRIZ Academic Secretary

About the Locations

The “Practices in industrial cluster” session - Tianjin University of Technology and Education

Address:

No. 1310, Dagu South Road, Hexi District, Tianjin, China



Tianjin is a municipality directly under the Central Government of the People’s Republic of China. It is a national central city, one of the first coastal cities opened to the outside world, an advanced hub for manufacturing and R&D, a core center for international shipping in northern China, a demonstration zone for financial innovation, and a pioneer area for reform and opening-up. Its unique “Jin-style culture” has been shaped by its geography (situated by rivers and the sea, close to Beijing) and its rich historical traditions. This culture blends the ancient and the modern, merges northern and southern influences, integrates elements from East and West, and harmonizes elegance with everyday life. Among these, folk culture stands out for its distinctiveness.

The essence of Jin-style folk culture lies in its dynamic coexistence of the refined and the popular. Through continuous interaction with diverse cultural influences, it preserves its traditional core while demonstrating remarkable resilience and vitality.

For those who love history and culture, Tianjin’s historic architecture and scenic landmarks offer endless fascination. Highlights include Tianjin Ancient Culture Street, Ancient Culture Park, Ice-and-Snow Wonderland, Jinmen Hometown, and the Porcelain House—all renowned for their distinctive



cultural features. Ancient Culture Street is famous for its well-preserved Ming- and Qing-style buildings and cultural relics, while the Porcelain House showcases a unique collection of ceramic artworks that is truly worth exploring.

The “Innovation in education” session - Liaoning Petrochemical College

Address:

No. 2, Section 2, Liujiang Street, Taihe District, Jinzhou City, Liaoning Province, China



Jinzhou boasts 5,000 years of civilization and 2,100 years of urban history. Cultural treasures such as the Wanfo Hall Grottoes of the Northern Wei, the Beizhen Temple from the Sui and Tang dynasties, and the Fengguo Monastery and Jinzhou Ancient Pagoda from the Liao Dynasty stand as enduring symbols of its rich heritage.

The city is also blessed with natural attractions, including China’s northernmost coastline, Mount Yiwulü, and the Daling and Xiaoling Rivers, offering abundant scenic beauty. Jinzhou’s famed “everything-can-be-grilled” barbecue culture adds a vibrant touch of everyday life.



These elements together shape Jinzhou’s identity as a “city of revolutionary heritage,” a “city of history and culture,” a “city of coastal leisure,” and a “city of culinary delights.” Guided by the “116213+N” development framework, the city is actively building its reputation as a cultural hub and a premier tourism destination.

Surrounded by mountains on three sides and facing the sea on the fourth, Jinzhou harmoniously blends mountain and ocean landscapes, earning it the name “Land of Mountain-and-Sea Blessings.” Historically famous for its silk weaving, once producing exquisite brocades exclusively for the imperial court, the city became known as the “Splendid Prefecture.”

With abundant mineral resources, wind and solar energy, and agricultural products, Jinzhou enjoys a favorable business environment and a healthy ecological setting.