



The 19<sup>th</sup>  
MATRIZ Conference  
*TRIZfest-2024*



The main theme of *TRIZfest-2024* is:

*Innovate with TRIZ and AI for sustainable global growth*

**First Information Letter**

The 19<sup>th</sup> International Conference “*TRIZfest-2024*” will be held in Kuching, Malaysia from September 4<sup>th</sup> to 6<sup>th</sup>, 2024, with a pre-conference day of tutorials and workshops on September 3<sup>rd</sup> and post-conference attractions on September 7<sup>th</sup>.

The event is organized by the International TRIZ Association (MATRIZ) and the Malaysia TRIZ Innovation Association (MyTRIZ).

*We hereby invite everyone who is involved in TRIZ research and development, who uses TRIZ, as well as those who are interested in TRIZ and want to meet TRIZ professionals and learn more about TRIZ, to the 19<sup>th</sup> edition of our conference - TRIZfest-2024.*

## PRELIMINARY SCHEDULE

On September 3<sup>rd</sup> *TRIZfest-2024* participants will have the opportunity to attend tutorials and workshops, and in the afternoon to join our pre-event Kuching City Tour.

On the following two days, we will have the pleasure of listening to local officials during the opening ceremony, to keynote speakers during their presentations and to those of you who will submit your papers and would like to present them during our conference.

The last day of the event will be dedicated to the *MATRIZ* Congress and the defenses of the *TRIZ* Master level of certification (if there are applicants for such defenses).

On the September 7<sup>th</sup>, those who are interested will be able to participate in the post-conference activities.

## TOPICS & PAPERS SUBMISSION

Information on how to submit your papers will be posted soon. For now, please be informed that the topics for this year's conference are as follows:

1. *TRIZ* for sustainable and ecological development.
2. *TRIZ* in mobility including electric, hybrid and hydrogen vehicles.
3. *TRIZ* in pedagogy.
4. *TRIZ* and AI working together for growth.
5. *TRIZ* in industrial inventions of the 21st century.

## OFFICIAL LANGUAGE

The official conference language is English. All abstracts, papers, and presentation slides must be submitted in English. Submissions in any other language will not be considered.

If necessary, simultaneous translation into selected languages will be provided for the audience.

## CONFERENCE VENUE

TRIZ*fest*-2024 will be located at:

TEGAS DIGITAL VILLAGE

Sama Jaya High Tech Park Muara Tebas Land District,  
93350 Kuching, Sarawak

*and*

THE WATERFRONT HOTEL

68 Jalan Tun Abang Haji Openg,  
93000 Kuching, Sarawak

## CONFERENCE FEES

The standard conference fee is 200€ and it includes admission to the workshops and tutorials, both days of the conference, and to the MATRIZ Congress. The fee also includes conference materials, lunches, refreshments, and the conference Social Dinner Party.

Admission fee only for workshops and tutorials equals to 75€, and it includes lunch and refreshments.

If you want to invite accompanying person to the Social Dinner Party the dinner pass for one person equals to 30€.

Separate fees are charged for pre- and post-conference activities (details coming soon).

For those outside of Sout-East Asia the TRIZ Conference and the MATRIZ Congress will be broadcasted online. For those interested in participating online, the fee will be 50€.

Full admission	Workshops & Tutorials	Social Dinner Party	On-line admission (outside S-E Asia)
200€	75€	30€	50€

## ORGANIZATION COMMITTEE & FURTHER INFORMATION

Global Committee for TRIZ*fest*-2024 consist of:

- Tan Eng Hoo, founding member of The Malaysia TRIZ Innovation Association.
- Sergey Yatsunenko, President of MATRIZ.
- Sergei Ikovenko, Chairman of the Council on Expertise and Methodology (CEM) of MATRIZ.
- Sergey Logvinov, Chairman of TRIZ Research and Development Council (TRDC) of MATRIZ.
- Alp (Yue) Lin, MATRIZ Vice President of TRIZ Deployment in the People's Republic of China.
- Tito KishanVimuri, MATRIZ Vice President of TRIZ Deployment in India.
- Blazej Czajkowski, Executive Director of MATRIZ.
- Magdalena Krupinska, Academic Secretary of MATRIZ.

If you have any questions, please contact:

Tan Eng Hoo ([enghootan@matriz.org](mailto:enghootan@matriz.org)) and

Blazej Czajkowski ([blazej.czajkowski@matriz.org](mailto:blazej.czajkowski@matriz.org)).

Please also visit the MATRIZ website ([matriz.org](http://matriz.org)), TRIZ*fest* website ([trizfest.org](http://trizfest.org)) and our social media channels for the latest information.

## ABOUT THE LOCATION

Kuching - the capital of Sarawak in Malaysia, with more than 40 sub-ethnic groups on the third largest island in the world, Borneo, will have the honour of hosting the 19th TRIZ*fest* in 2024. It is the first time since the founding of MATRIZ in 1997 that a Southeast Asian nation will host the global TRIZ gathering.

Given the beauty of the above location and its surroundings, we encourage you to extend your stay to explore Sarawak and Borneo. The local community is eager to showcase the blend of tribal traditions and majestic modern communities. You will experience first-hand the use of technology and the spread of innovation in urban and remote rural areas that are severely

lacking in infrastructure. You will be able to visit national parks and nature reserves to observe endangered wildlife in their natural habitats. Two-thirds of Sarawak is still covered by dense rainforest - a land of hidden treasures and home to a wide variety of flora and fauna. The city of Kuching is also known as a major food destination, recognized by UNESCO's Creative Cities Network for its promotion of indigenous cuisine.

Our local communities are friendly, generous and hospitable and we are all waiting for you to come and visit us. So, mark your calendars for the first week of September to attend our TRIZ Gathering. More details will be available soon. We look forward to seeing you in person.

EXPLORE MALAYSIA | VISIT KUCHING | LEARN TRIZ | JOIN TRIZ*fest*-2024