

TRIZfest-2025

Invitation & Promotion Letter

Connecting Minds, Methods, and Machines to Co-Create Innovations for Global Challenges

Dear friends, practitioners and enthusiasts of TRIZ,

We are honoured to provide you with some initial information about anniversary, **20th International Conference “TRIZfest-2025”**, which will be held in the Yogyakarta city, Republic of Indonesia on 11 – 14 November 2025.

The event will be organized by:

- the International TRIZ Association (MATRIZ),
- Indonesia TRIZ Association (InTRIZ),
- Universitas Islam Indonesia (UII),
- Malaysia TRIZ Association (MyTRIZ).

After the first TRIZfest held in Malaysia last year, this time the MATRIZ conference will come to Indonesia. This will be the first time that Indonesia is hosting the global TRIZ meeting. Again our aim is to organize the largest TRIZ festival ever, with an unprecedented number of TRIZ masters in attendance. It is therefore with pride and openness that we invite you to attend the conference.

The main theme of TRIZfest-2025 is: *Connecting Minds, Methods, and Machines to Co-Create Innovations for Global Challenges*. With this theme, we aim to show how individuals from diverse backgrounds, disciplines, and perspectives (**Minds**), with the use of systematic approaches, frameworks, and methodologies like TRIZ (**Methods**), and technology, artificial intelligence, automation, and advanced computing (**Machines**), can develop groundbreaking solutions that address pressing issues facing the world today, such as climate change, healthcare, poverty, energy, food security, or technological disruption.



The TRIZfest-2025 will span three exciting days, featuring a diverse program that includes tutorials, presentations of submitted articles, and engaging panel discussions with experts and TRIZ Masters. These activities will take place daily, ensuring a rich and immersive experience for all participants.

Moreover, this year's TRIZfest will be held as part of the **Growth Festival**, an annual event organized by Universitas Islam Indonesia. This collaboration is a natural fit, as both events share a strong commitment to fostering innovation, sustainable development, and creative problem-solving. The Growth Festival, known for showcasing student innovations and promoting entrepreneurship, aligns perfectly with TRIZfest's focus on systematic innovation methodologies and groundbreaking solutions to global challenges. By coexisting within the same framework, these events will create a unique platform where participants can explore diverse perspectives, exchange ideas, and leverage the strengths of both TRIZ methodologies and UII's innovative ecosystem. We believe this partnership will enrich the experience for all attendees, offering them unparalleled opportunities to learn, collaborate, and contribute to a more sustainable and innovative future.

In addition to the main conference program, we are planning a dedicated TRIZ Level 1 training session (before the conference) to introduce new practitioners to the methodology, as well as a specialized masterclass (after the conference) designed for local TRIZ specialists to deepen their expertise. These additional events aim to enhance the experience for attendees at all levels, fostering learning, collaboration, and innovation within the TRIZ community.

If, in addition to hearing other TRIZ practitioners speak, you would also like to present your own achievements in TRIZ methodology, thematically related to the main theme of the conference, you are welcome to plan your articles and presentations. We will let you know when to submit your abstracts.

We firmly believe that thanks to your extensive interests, your willingness to share your knowledge, and your enduring will to develop and promote the TRIZ methodology, our anniversary TRIZfest conference will be one of the most interesting and developing.



If you have any questions, please contact:

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Please also visit the MATRIZ website (matriz.org) and our social media channels for the latest information.

ABOUT THE LOCATION

Get ready for an incredible journey as we embark on the thrilling journey to TRIZfest2025 in the enchanting city of Yogyakarta, Indonesia! Nestled within the captivating pages of the Hindu epic Ramayana, this city's name itself holds a meaning of a city that is fit for prosperity.

Situated on the vibrant island of Java, Yogyakarta's rich heritage and cultural tapestry are nothing short of awe-inspiring. Once the capital of Indonesia, this city is a true hub of creativity and innovation. From the vibrant streets to the rich tapestry of its people, Yogyakarta is a treasure trove of culture, arts, and heritage. Its cuisine, batik, puppetry, drama, music, and silversmithing are world-renowned, each a reflection of the city's vibrant spirit. Home to the world's largest ancient Buddhist temple, Borobudur, and the magnificent Hindu temple, Candi Prambanan, it's a true cultural treasure trove. Yogyakarta is also proudly known as the City of Education or the City of Students, with its many leading educational institutions and the largest TRIZ community in Indonesia. The TRIZfest venue is set against the breathtaking backdrop of Mount Merapi volcano, making it a perfect backdrop for our event.

Don't wait. Plan your schedule and join us in the world's fourth most populous country, an exciting emerging market ready to thrive, as the name aptly suggests. Be the pioneering



innovator and explorer to discover fresh ideas and break new ground. It will be a fantastic opportunity to learn more about the world, to find new resources and to improve new ideas. It will be an amazing opportunity to travel to the farthest destination in the world.

Yogyakarta - Journey to the city with endless attractions.