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“Growth Through Creativity”

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Oral Session-13

Implementing TRIZ at Samsung Electronics

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Innovative idea and creativity in the 21st century have become core source of business competition.

Since TRIZ was introduced to Samsung Electronics in 1998, lots of good results in R&D fields has been achieved by applying TRIZ methodology. It also showed effectiveness for improving creativity of R&D engineers and for generating much more ideas variously.

TRIZ specialists certified by international TRIZ association have played key roles in solving technical problems and securing core patents.

Since creation management was emphasized in 2007, TRIZ has received intense attention as a key tool for implementing creation management effectively. Therefore TRIZ training has been significantly increased. More than 50% of R&D engineers have been educated on TRIZ by online training.

In this presentation, TRIZ activities and implementing methods at Samsung Electronics are shared and TRIZ future directions for firmly establishing TRIZ as a tool for moving forward the most innovative company are proposed.