

## **TRIZ Activities at Samsung Electronics**

Jun-Young Lee, [junbbang@samsung.com](mailto:junbbang@samsung.com)  
Samsung Electronics, VIP Center

### ***Abstract***

Since Samsung Electronics started to implement TRIZ as creative thinking tool in 2001, more than 60% of R&D engineers have been educated on TRIZ (basic course).

Every year, more than 100 TRIZ specialists (level 2) are trained and certified by international TRIZ association (MATRIZ). They play key roles in solving technical problems and continue TRIZ activities through TRIZ community which is organized at their business division.

TRIZ has been used to solve problems related to QCD (quality/cost/delivery) at R&D fields and has showed its effectiveness by producing lots of good results.

Recently, TRIZ was started to expand to manufacturing field. Dozens of projects per year are carried out for increasing productivity and solving chronic problem at manufacturing field.

In this presentation, TRIZ activities and implementing know-how at Samsung Electronics are shared and future directions are proposed.