THE INSTITUTION OF ENGINEERS, MALAYSIA

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TALK ON "HOW CAN INNOVATION BE REALLY DEVELOPED?"

Organise by the Engineering Education Technical Division (E2TD) & IEM
in Collaboration with
Institution of Mechanical Engineers Malaysia Branch (IMechE) and Engineers Australia Malaysia Chapter (EAMC)
BEM Approved CPD/PDP: 2 hours **Ref: IEM17/HQ/077/T**

Date : **01 April 2017 (Saturday)**
Time : **11.30 a.m. – 1.00 p.m.**
Venue : **Auditorium Tan Sri Prof. Chin Fung Kee, 3rd Floor, Wisma IEM, P.Jaya, Selangor**
Speaker : **Mr. Tan Eng Hoo & Mr. Issac Lim**

SYNOPSIS

Give a person a fish and that person may live for a day. Teach a person to fish and that person shall live for a lifetime. However, where are the actual tools for fishing? Innovation is not only needed to be ahead of the competition, but it has become a necessity for survival. In this talk, a methodology on innovative problem-solving will be shared. This methodology is known as the Theory of Inventive Problem Solving (TRIZ). This step-by-step approach in tackling difficult technical problems is derived from the analysis of over 200,000 innovative patents. TRIZ is currently being practiced in Fortune 500 companies such as Intel, Samsung, Procter & Gamble, Siemens, and Boeing to continuously develop innovative products and lean manufacturing processes.

At the end of this talk, you may expect to:

- Identify where your organization stand in the midst of competition.
- Learn what the right strategies are and when to execute them.
- Explore the types of technical problems that are the bottlenecks to technological progress.

Who Should Attend :

- Engineers wanting to develop novel breakthrough design solutions and not just settle with optimized or compromised solutions.
- Innovators searching for a systematic, reliable, and repeatable way to innovate.
- Leaders with telescopic and microscopic vision on the trends of technology evolution.

SPEAKER BIODATA

Mr. Tan Eng Hoo

Eng Hoo is the founder and Vice President of the Malaysia TRIZ Innovation Association (MyTRIZ). He was the Senior Manager of Talent Development Division for Multimedia Development Corporation (MDeC). His contribution focused on enhancing the university curriculum through an Industry Academia Collaboration initiative. Prior to that assignment, he served Intel Corporation for more than 20 years and has a broad scope of responsibilities from supply chain management to business management and marketing to product research and development. He was the General Manager of Intel's R&D centre at Cyberjaya. In addition, he has several years of international experience based in North America and Europe with excellent understanding of cultural differences of employees and customers. He has deep passion in developing people and leaders, and driving innovation culture and knowledge. Throughout the career at the top global semiconductor corporation, he raked in eight key awards on quality, people and innovation initiatives. He has a Bachelor in Science in Chemistry from Universiti Sains Malaysia (1989).

Mr. Issac Lim

As a mechanical engineer and a certified TRIZ practitioner, Issac has experience in running workshops in the areas of TRIZ, innovation, and eco-efficiency. To date, he has consulted and trained innovators from various industries such as finance, education, manufacturing, and construction industries. Besides conducting corporate training within the industry, Issac is also actively involved in academics and design related research. His case studies on innovation have been published in over a dozen international journals and conference proceedings. Issac currently serves as the Honorary Treasurer of the Malaysia TRIZ Innovation Association (MyTRIZ). He was also the Honorary Treasurer for the Young Members Section of the Institution of Mechanical Engineers (IMechE) Malaysia (2012-2013). His has Degree in Mechanical Engineering (2009) and his recently concluded doctoral research from Monash University.

Ir. Assoc. Prof. Dr. Mandeep Singh
Chairman
Engineering Education Technical Division
Session 2016 / 2017

ANNOUNCEMENT TO NOTE

- **Non-members may also attend the talk but will need to pay a registration fee of RM50 and an administrative fee of RM15. GST is inclusive.**
- **Limited seats are available on a "first come first served" basis (maximum 100 participants). To secure your seat, kindly register online at www.myiem.org.my.**

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