

**TECHNICAL TALK ON "COMPLEX PROBLEMS, SIMPLE SOLUTIONS - A SHARING BASED ON TRIZ
(THEORY OF INVENTIVE PROBLEM SOLVING) AND SUCCESS EXAMPLES OF LOCAL COMPANIES"**

Organised by the Engineering Education Technical Division, IEM in collaboration with
Engineers Australia Malaysia Chapter (EAMC), and Institute of Mechanical Engineers Malaysia Branch (IMechE)

BEM Approved CPD/PDP: 2

Refs: IEM19/HQ/079/T

Date : 20th March 2019, Wednesday
Time : 5.30 pm – 7.30 pm
**Venue : Malakoff Auditorium, Ground Floor, Wisma IEM,
Petaling Jaya, Selangor**
Speaker : Mr. Tan Eng Hoo

SYNOPSIS

The Law of the Instrument states that it is natural for human to be over-dependent on their narrow skill sets and resources. Human prefer to work with what they have rather than to look for a better way of doing things. We should not be limited by our own abilities but to continuously learn of new ways to solve problems. TRIZ is a set of systematic thinking tools to solve complex problems in simple ways. It was discovered by a Russian inventor through the study of invention patterns. The tool kit offers more than 25 tools to define complex problems, find inventive solutions, and forecast emerging trends. Many local companies have learnt the methodology and have applied the tools with interesting successes. We invite you to attend this sharing and learn the best practices to transform your businesses and keep the innovative edge.

SPEAKER BIODATA



Tan Eng Hoo is a leading consultant in structured problem solving and systematic innovation TRIZ (Theory of Inventive Problem Solving) methodology. He is the Vice President and Founder of the Malaysia TRIZ Innovation Association (MyTRIZ). He was instrumental in the formalization of Indonesia TRIZ, Philippines TRIZ and Pakistan TRIZ.

Through his work, TRIZ has reached more than 11,000 practitioners in Malaysia and South East Asia. Prior to his active involvement in the TRIZ community, he has extensive experience in the global semiconductor industry working for Intel Corporation. At Intel, he held a broad scope of responsibilities from supply chain management to business management & marketing to product research & development. Eng Hoo has a BSc in Chemistry from Universiti Sains Malaysia and originated from Penang.

Ir. Assoc. Prof. Dr. Mohamed Thariq
Chairman
Engineering Education Technical Division
Session 2018 / 2019

ANNOUNCEMENT TO NOTE

FEES

(Effective 1st October 2017)

Members

Registration Fee : NO CHARGE

Administrative Fee :

Online : RM15

Walk In : RM20

Non-Members

Registration Fee : RM50

Administrative Fee : RM20

- 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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