

## TALK ON "HACKING TECHNOLOGY USING TRIZ INNOVATION"

Organised by the Engineering Education Technical Division, IEM

in collaboration with Asia Pacific University of Technology & Innovation (APU),

Engineers Australia Malaysia Chapter (EAMC) and Institute of Mechanical Engineers Malaysia Branch (IMechE)

BEM Approved CPD/PDP: 2

Ref: IEM19/HQ/103/T

**Date** : 12 April 2019 (Friday)  
**Time** : 3.00 pm – 5.00 pm  
**Venue** : Auditorium 5  
Asia Pacific University of Technology & Innovation (APU)  
Technology Park Malaysia, Bukit Jalil, 57000 Kuala Lumpur  
**Speaker** : Dr. Zulhasni Abdul Rahim

### SYNOPSIS

What is the secret that most Korean companies used to accelerate valuable innovation and surpassed most of the big giant company in the world? Korea has a very different atmosphere from Europe: here, despite its obvious power, TRIZ acceptance has been a success in-complementary role to fill in all their universal gaps in problem-solving and innovation. If anyone asks how has Korea (population 50 million - and a developing country in living memory) moved to No. 4 in the world in IP league tables with 95,000 granted patents in 2012 (whilst the UK has moved down to No. 12 with just over 7,000 patents) one answer is clearly TRIZ.

Can we do the same? How?

Come and join this talk and understand the journey to becoming an innovative and successful talent with TRIZ.

### SPEAKER BIODATA



**Dr. Zulhasni Abdul Rahim** is a National Innovation TRIZ Expert attached to the Malaysia-Japan International Institute of Technology (MJIIT), under Management of Technology Department. More than 17 years working in industries and his last post is under Transformation Division at PROTON Holdings. He has successfully leveraged and applied his TRIZ expertise and tools to achieve more than 10 breakthroughs in the area of

improving product value and cost reduction for his previous organization. Dr. Zulhasni is an active participant in the international TRIZ Competition and won two consecutive Grand Champions with a leading edge and innovative solutions. He is very passionate about TRIZ and constantly market the methodology through the 'TRIZ Malaysia' Facebook website that he hosted. He is a Mechanical Engineer by training from Universiti Sains Malaysia and a Ph.D. on TRIZ from Universiti Teknologi Malaysia.

**Ir. Assoc. Prof. Dr. Mohamed Thariq Bin Haji Hameed Sultan**

**Chairman**

**Engineering Education Technical Division**

**Session 2018 / 2019**

### ANNOUNCEMENT TO NOTE

• **FREE OF CHARGE (FOC) for ALL**

• 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](http://www.myiem.org.my).

### CPD HOURS CONFIRMATION

Name:

.....

Membership No:

.....

Signature:

.....