General

Major Dr. Haji Imaduddin recognised internationally in efforts to strengthen TRIZ

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YOGYAKARTA, 13 November 2025 – Senior Lecturer, Faculty of Industrial Management (FPI), Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA), Major Dr. Haji Imaduddin Abidin, received international recognition when he was awarded the Certificate of Gratitude by the President of the International TRIZ Association (MATRIZ), Dr Sergei Yatsunenko, in conjunction with the TRIZFest 2025 International Conference held at the Universitas Islam Indonesia, Yogyakarta, Indonesia, recently.

The award affirms his level of achievement and expertise in the Theory of Inventive Problem Solving (TRIZ) approach, which has been recognised by international professional bodies such as MATRIZ, while acknowledging his significant contribution to the development of this knowledge in Malaysia.

The Theory of Inventive Problem Solving (TRIZ) is a Russian acronym founded by Genrich Altshuller in 1946, developed to ensure that innovation and problem-solving processes can be carried out systematically.

This method has been practised by various global giants such as Boeing, Apple, Samsung, Xerox, Christian Dior, and many others.

TRIZ encompasses theories, processes, techniques, and operational procedures that enable the creation of creative ideas in technical, technological, engineering, business, and modern management domains.

He currently holds three professional TRIZ certificates, namely Certified TRIZ Practitioner Level 3 (Malaysia–MyTRIZ and International–MATRIZ), Certified TRIZ Instructor Level 2, and Certified TRIZ Consultant, further strengthening his position as one of the highly qualified local TRIZ experts.

As one of the key figures who pioneered TRIZ at UMPSA, he plays a major role in expanding its practice and understanding not only among students but also at the industry level and within the local community.

He explained that his involvement in TRIZ provides him with opportunities to train staff and students in mastering systematic problem-solving, which forms the foundation for the development of critical thinking as well as enhanced creativity and innovation.

“If AirAsia has the motto ‘Now Everyone Can Fly’, TRIZ@UMPSA also carries the spirit of ‘Now Everyone Can Innovate’.

“The TRIZ Level 1 for Practitioner Course is very suitable for all researchers as this approach not only provides a structured method but also offers a set of solutions based on selected problem-

solving tools.

“Meanwhile, the TRIZ Level 1 for Instructor Course is relevant and significant for educators as preparation to teach the generation that will face the challenges of the IR 4.0 ecosystem,” he said.

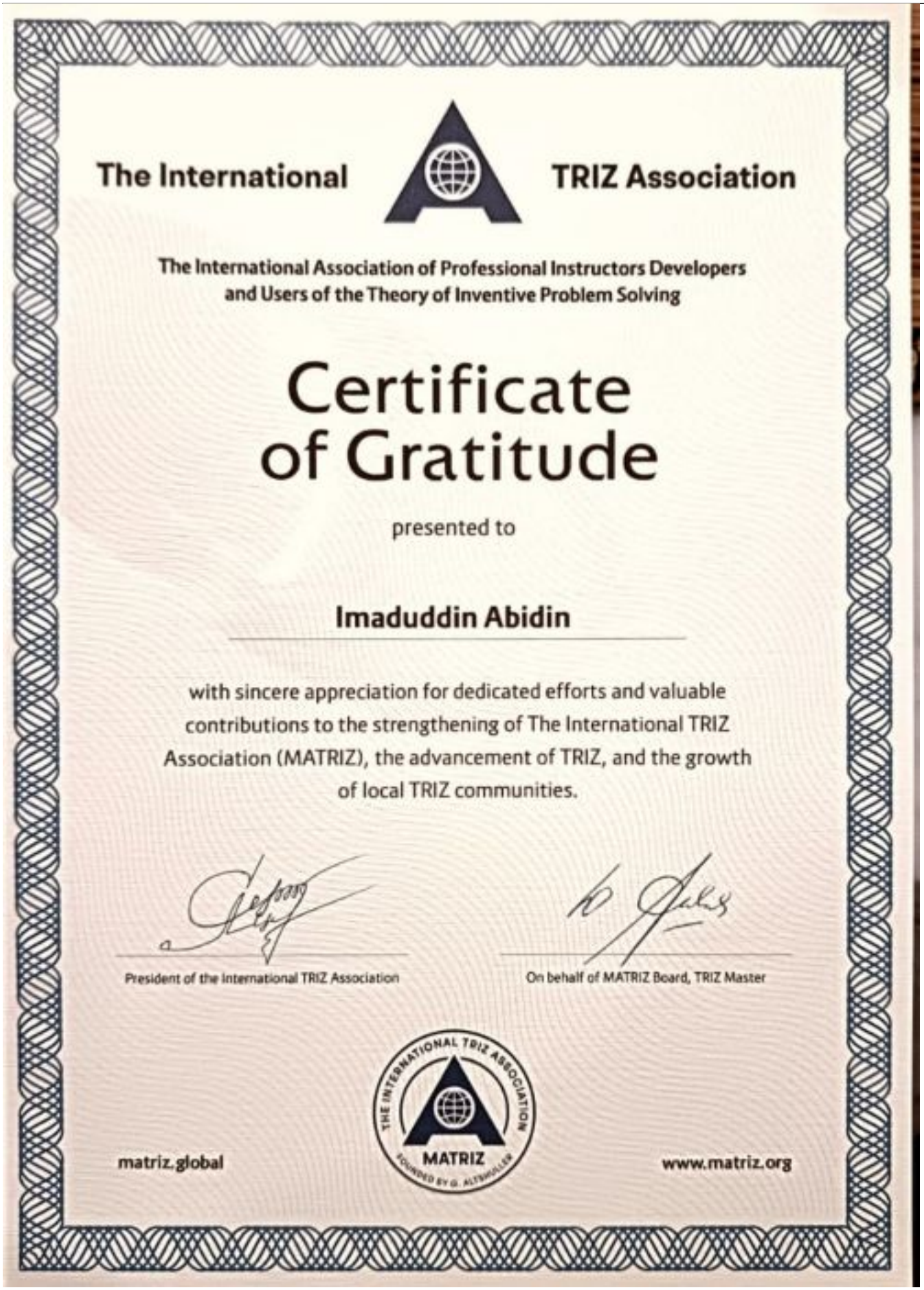
He added that these courses are also delivered through several comprehensive methods, including real-case analyses to ensure that participants’ understanding is effectively monitored.

“Participants are also required to sit for a professional examination immediately after completing the training sessions, making TRIZ certification a high-quality and structured process.

“Since introducing TRIZ at UMPSA in 2018, I have successfully built a TRIZ nucleus group consisting of six lecturers, in addition to training more than 10,000 students for Level 1 TRIZ certification together with my team.

“Other major efforts include organising the UMPSA TRIZ Innovation Exhibition three times with different themes, namely ‘Daily Problem’, ‘Green’, and ‘Enable the Disable’,” he said.

This exhibition successfully attracted the participation of approximately 1,500 students each semester and showcased more than 150 innovation prototypes, while also receiving media coverage, including RTM.



His contribution in expanding TRIZ also extended beyond UMPSA when he was invited to conduct training at various institutions and agencies such as Kolej Profesional MARA, Kelantan Islamic

Religious Council (MAIK), Pahang Skills, Universiti Putra Malaysia (UPM), CIDB Pahang, and several other agencies.

His efforts also contributed to securing two grants worth RM20,000 each, namely for training TVET SISC+ Pahang teachers for Level 1 TRIZ certification, and enhancing the competency of engineers and technical members of KJLJD.

His commitment to TRIZ was further recognised through his appointment as a Member of the MyTRIZ Supreme Council for three consecutive terms.

He is also the Head of the TRIZ Research Cluster at the Faculty of Industrial Management and serves as an instructor to staff from other departments, including Akademi A.D.A.B.

Currently, several TRIZ initiatives are in the implementation phase, including the establishment of the East Coast TRIZ Innovation Association (ECTIA), publication of a TRIZ project book, presentation of TRIZ implementation proposals to the state government, and establishment of the TRIZ Innovation Lab.

These ongoing efforts demonstrate his clear and consistent vision to position UMPSA and the state of Pahang as among the leading TRIZ champions in Malaysia.

With a consistent record of achievement and extensive contribution to developing the TRIZ ecosystem, he continues to demonstrate his commitment as an important figure in strengthening the culture of innovation at UMPSA and in the country.

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