

## Partners and Representatives

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Country	Partner Company	Additional Coverage	Key contact	Comments
Argentina			Oscar Isoba <a href="#">Oscar Isoba</a>	More info <a href="#">click here</a>
Australia		New Zealand	Dr. Iain Sanders <a href="#">Iain Sanders</a>	More info <a href="#">click here</a>
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Brazil	Instituto Recôncavo de Tecnologia		Mario Cezar Freitas <a href="#">Mario Cezar</a>	More info <a href="#">click here</a>
Canada			Paul Rousseau <a href="#">Paul Rousseau</a>	More info <a href="#">click here</a>
Chile			Francisco Pérez <a href="#">Francisco Perez</a>	More info <a href="#">click here</a>
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Costa Rica		<b>Honduras,</b> Guatemala	Carlos García <a href="#">Carlos Garcia</a>	More info <a href="#">click here</a>
Denmark	Davinci	<b>Norway,</b> Sweden	Mr. Truls Unholt	More info TBD
El Salvador			Manolo Gutierrez Ruiz <a href="#">Manolo Gutierrez</a>	More info <a href="#">click here</a>
France	Enbiz	<b>Germany</b> Austria, Switzerland	Dr. Frank Zeihsel <a href="#">Frank Zeihsel</a> or <a href="#">Ideation</a>	More info <a href="#">click here</a>
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Guatemala		<b>Honduras,</b> Costa Rica,	Carlos García <a href="#">Carlos Garcia</a>	More info <a href="#">click here</a>
Honduras		Costa Rica, Guatemala	Carlos García <a href="#">Carlos Garcia</a>	More info <a href="#">click here</a>
India	Sanshadow Consultants Pvt Ltd	Singapore	Dr. (Mrs.) Shaleen Raizada <a href="#">Shaleen Raizada</a>	More info <a href="#">click here</a>
Israel			Mr. Ido Lapidot <a href="#">Ido lapidot</a>	More info <a href="#">click here</a>

Israel	Inovent Applications		Mr. Nir Ben-Lavi <a href="#">Nir Ben-Lavi</a>	More info <a href="#">click here</a>
Italy	Ideation-Italia		Felice Lotito <a href="#">Felice Lotito</a>	More info <a href="#">click here</a>
Japan	Sanno		Mr. Shinsuke Kurosawa <a href="#">KUROSAWA, Shinsuke</a>	More info <a href="#">click here</a>
Japan	Ideation Japan/Asia	Asia	Mr. Teruyuki "Terry" Kamimura <a href="#">Terry Kamimura</a>	More info <a href="#">click here</a>
Kuwait	Envisage Consultancy	Lebanon, Jordan, Saudi Arabia, Egypt	Abdulwahab Alzaidan <a href="#">Abdul Alzaidan</a>	More info <a href="#">click here</a>
Mexico			Dr. Noel Leon Rovira <a href="#">Noel Leon</a>	More info <a href="#">click here</a>
Netherlands	Ideation BV	Belgium	Hein Vastenouw <a href="#">Hein Vastenouw</a>	More info <a href="#">click here</a>
New Zealand		<b>Australia</b>	Dr. Iain Sanders <a href="#">Iain Sanders</a>	More info <a href="#">click here</a>
Singapore	Sanshadow Consultants Pvt Ltd	<b>India</b>	Ms. Shaleen Raizada <a href="#">Shaleen Raizada</a>	More info <a href="#">click here</a>
South Korea	IdeaBrain Co., Ltd.		Byung Sun, Kang <a href="#">Ideabrain</a>	More info <a href="#">click here</a>
Spain	Labein		Mikel Sorli <a href="#">Mikel Sorli</a>	More info <a href="#">click here</a>
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Taiwan	IEG-Ideation	China	Michael, T.L. Chiang <a href="#">Michael Chiang</a>	More info <a href="#">click here</a>
Turkey			Ruhi Kaykayoglu <a href="#">Ruhi Kaykayoglu</a>	More info <a href="#">click here</a>

**Mr. Shisuke Kurosawa, SANNO, Japan**

Ideation had a close relationship with SANNO, the largest business school in Japan, for more than a decade. The school made a large investment to create a division that specializes in the Ideation TRIZ. It consists of 10 individuals that have all been certified as TRIZ Specialists.

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**Mr. Teruyuki "Terry" Kamimura, Japan**

Ideation has recently concluded a partnership with Mr. Terry Kamimura, a patent attorney who owns his own IP firm. Terry and his firm are responsible to market the Directed Evolution and IP services and software throughout Japan and Asia.

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**Mr. Hein Vastenouw, Ideation BV, Netherlands**

Mr. Hein Vastenouw is operating in Netherlands and Belgium using the name of Ideation. Hein is a senior professional with high level technical and business skills. He is a perfectionist paying careful attention to the voice of the customer.

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**Mr. Michael Chiang, Ideation China and Taiwan, Taiwan**

Mr. Michael Chiang showed his commitment to Ideation and the Ideation TRIZ Methodology by making a financial investment granting him an equity position in Ideation of China and Taiwan.

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**DR. (Mrs.) Shaleen Raizada, Sanshadow Consultants Pvt Ltd, India**

Dr. Shaleen Raizada has a Ph.D. in physics and is specializing in IP services. She has been working with Ideation for a couple years but has recently become Ideation's formal representative in India and Singapore. She has the intention to invest in the Ideation software to make it more user friendly and develop sales distribution throughout India. She is an extraordinary individual with tremendous knowledge about IP. Should you have a need for patent searches or competitive analysis, she is the best to perform the services in the most cost-effective way.

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**Dr. Frank Zeihsel, enbiz, Germany**

Enbiz (engineering and business solutions, gmbh) has been working with the Classical TRIZ for several years, it also has been using the Innovation WorkBench<sup>®</sup> software. They are working on several opportunities with their existing customer base and will definitely be valuable assets to Ideation.

Full contact information:

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**Dr. Noel Leon Rovira, Mexico**

Dr. Noel Leon Rovira is the head of the mechanical engineering department at ITESM, one of the largest private Universities worldwide, with its headquarters in Monterrey, Mexico. He has been trained by Ideation over ten years ago and has been heavily involved with TRIZ since then, especially in the area of Computer Aided Engineering.

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**Mr. Mikel Sorli, Labein, Spain**

Mr. Mikel Sorli has been certified by Ideation as a TRIZ Specialist, and has been involved with the I-TRIZ for more than a decade.

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**Mr. Felice Lotito, Ideation Italia, Italia**

Mr. Felice Lotito is a professional educator who has been involved with the Ideation TRIZ for more than 10 years.

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**Mr. Abdulwahab Alzaidan, Envisage Consultancy, Kuwait**

Mr. Abdulwahab Alzaidan is an electronics engineer who graduated from an American University, heard about the TRIZ less than a year ago and became a partner of Ideation shortly thereafter. Together with his partner, Abdulwahab has been extremely active, generating tremendous interest among some of the largest institutions in Kuwait, such as the Engineering Association with 4,000 members, the Kuwait Research Institute, and more. He has recently signed a lucrative agreement with the largest University in Kuwait.

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**Mr. Manuel "Manolo" Gutierrez Ruiz**

Mr. Manuel "Manolo" Gutierrez Ruiz is a businessman with many years of experience. He is very well connected in El Salvador, and part of the committee in charge of innovation to be brought to El Salvador for the purpose of growth.

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**Mr. Carlos Garcia, Honduras**

Mr. Carlos Garcia has a Master Black Belt in Six Sigma and years of experience in process improvement with various industrial companies. He recently completed his training in Detroit with Inventive Problem Solving (IPS) and is eager to go through the entire training to be certified as Ideation TRIZ Specialist. Carlos is very active, and about to complete the translation of Ideation training materials for IPS to Spanish. He is willing to travel and to support any of the Spanish speaking countries with the dissemination of the Ideation TRIZ.

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**Mr. Ido Lapidot, Israel**

Mr. Ido Lapidot has spent many years working for Intel. He has been working with the TRIZ for several years after a training of several weeks with GEN3. He is responsible for promoting Ideation TRIZ software and books in Israel.

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**Mr. Nir Ben-Lavi, Inovent Applications, Israel**

Mr. Nir Ben-Lavi has recently become an independent contractor for Ideation for the purpose of promoting Ideation training courses in Israel.

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**Byung Sun, Kang, IdeaBrain Co., Ltd., South Korea**

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**Mr. Paul Rousseau**

Mr. Paul Rousseau has been involved with Ideation for over 8 years. He is certified in CPS (Creative problem Solving) from Buffalo University and was successful in bringing Ideation to Western Ontario University, W.E.T., a large tier 1 automotive supplier; Husky, a large industrial company, and recently, Windsor University and their IP department. Paul is also working as an assistant professor at the Windsor University.

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**Dr. Iain Sanders, Australia**

Dr. Iain Sanders is an extremely bright individual with extensive experience in innovation and creativity. He is currently working on unique workshops to bring strategic innovations into enterprises, to help them grow organically.

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**Mr. Oscar Isoba, Argentina**

Mr. Oscar Isoba is a professor with many years of experience in the industry. He is very well connected and has years of experience working with the Classical TRIZ. He has written many articles and developed his own training material in Spanish.

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**Mr. Ruhi Kaykayoglu, Turkey**

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**Mr. Mario Cezar Freitas, Brazil**

Mr. Freitas is an electrical engineer with many years of experience in the information technology area. He is very well connected and has years of experience working with the projects in Brazil.

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**Mr. Truls Unholt, Norway**

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**Mr. Francisco Pérez, Chile**

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