Website, Training, Benefits and More!

April 27, 2023

Electronic Components Industry Association
Agenda

• Association Update – David Loftus
• Homepage Walkthrough – Stephanie Tierney
• Stats and Insights – Dale Ford
• Issues and Practices – Don Elario
• EIA Standards – Laura Donohoe
• TrustedParts.com – Victor Meijers
• PACE – David Loftus
• Executive Conference – Stephanie Tierney
• Questions?
Association Update & How to Get Involved

David Loftus
ECIA Members

Comprehensive forum including key constituents of the electronic component supply chain
We bring leaders together to solve tough industry challenges that directly affect your business
Leadership Structure

ECIA Board
- 9 board directors (appointed by councils) + CEO
- Guide strategy of the association
- Oversight function on all operations
- Approve and prioritize projects and investments

3 Councils representing major constituents
- 12 members each – Mix of company size and products
- Identify common issues/projects to solve cooperatively
- Zoom meetings every 4-6 weeks
- In-person Joint Council meetings twice a year (guests welcome)

Committees
- Support initiatives of Board and Councils
- Subject Matter Experts from member companies

March 2023 Joint Council Sessions

1. Recruiting the next generation: How can members work together to promote the electronic components industry and draw the best candidates for our member companies?

2. Improving industry inventory overhang at points of inflection in the business cycle: Discuss potential excess inventory mitigation and best practices to minimize financial impacts and avoid fueling additional broker activity.

3. Export controls discussion with Government Agencies (Dept of Commerce, DHS, FBI): In-depth discussions on potential public/private partnerships to prevent shipments to bad actors.
ECIA Members Supporting FIRST!

**FIRST Alumni**  
By their fourth year of college, FIRST alumni are more likely to be majoring in STEM fields than comparison group peers.

- **DECLARE A MAJOR IN STEM (SCIENCE, TECHNOLOGY, ENGINEERING, AND MATH)**
  - FIRST ALUMNI: 31%
  - COMPARISON GROUP: 58%

- **DECLARE A MAJOR IN ENGINEERING OR COMPUTER SCIENCE**
  - FIRST ALUMNI: 30%
  - COMPARISON GROUP: 29%

**Women in FIRST**  
Young women in FIRST have significant gains in all STEM areas including STEM interest, career interest, activity, knowledge, and identity compared to young women in the comparison group.

- **DECLARE A MAJOR IN ENGINEERING OR COMPUTER SCIENCE**
  - FEMALE FIRST ALUMNI: 51%
  - FEMALE COMPARISON GROUP: 16%

- **MORE LIKELY TO TAKE COURSES IN ENGINEERING OR COMPUTER SCIENCE**
  - **Computer Science**: 3.4x
  - **Engineering**: 2.6x
ECIA 2023 FIRST Robotics Campaign

• Support FIRST, a very worthy cause

• Please give thru ECIA Foundation
  – Secure greater visibility with FIRST kids
  – Promote our industry to next generation

• Identify all current giving by ECIA members
  – ie Digi Key, Mouser sponsorships, vouchers

• TTI companies matching first $100K!

FIRST Fundraising Campaign

ECIA Foundation Kicks Off the 2023 FIRST Robotics Fundraising Campaign

ECIA Foundation is launching the 2023 fund-raising campaign for FIRST Robotics. ECIA has an objective to educate and motivate youth to pursue STEM careers to provide the next generation of employees for our member companies and the industry. This year we are asking members to make your FIRST donations directly through our ECIA Foundation and 100% of your tax-deductible contributions will be forwarded along with your individual companies’ names to FIRST.

To prime the pump, TTI companies have generously committed a matching fund from TTI for the first $100,000 of members’ FIRST gifts to the ECIA Foundation. Thanks to the TTI team! Of course, we welcome further matching donations from our members.

Make your donation today.
Get the Most Out of Your Membership!

Resources, Events
• PACE
• Market Research – Stats & Insights
• Best Practices
• Webinars, podcasts
• Executive Conference
• Joint Council Meetings
• TrustedParts.com
• EDS

Get Involved!
• Surveys create much of our data
• Councils
• Committees
  • GIPC SME (Subject Matter Expert)
• Standards
• Foundation - FIRST, PACE
Congratulations to our NEW ECIA Booster Club Members! These members have shown exceptional engagement levels for 2022! ECIA measures member engagement with various criteria that we score on a Member Engagement Scorecard.

This scorecard tallies data on the following:

- Serving on Board/Councils/Committees
- Sponsorship/Donations
- Attended Events/Webinars and/or Participated in PACE
- ECIA Member Logo on Company Website
- Multiple Employees Have Created a Profile on the ECIA website
- Participation on the Inventory Site/ Use DSS or API
- Participated in ECIA Stats/Surveys

Member companies are considered engaged if they actively participate in 3 or more of the activities above. The members that scored in the top ranks with a 6 or 7 for the first half or second half of 2022, have been inducted into our NEW ECIA Member Booster Club! This new club is to honor these members for their commitment to ECIA activities, initiatives, and the electronic components industry as whole! The New ECIA Member Booster Club will be announced semiannually.
Homepage Walk-Through

Stephanie Tierney
PACE YOURSELF AND BEGIN TRAINING! The ECIA PACE Training is an EXCLUSIVE benefit for ECIA members and program supporters. Introduce your team to the industry with these first 5 courses. Get started today!

Where the Electronics Supply Chain Comes Together

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Learn more about ECIA.

Check Out Member News Updates

Quick Links

- Join ECIA
- 2023 Executive Conference
- PACE Training
- Members Only
- Podcasts
- Webinars and Training
ECIA CEO David Loftus discusses building extraordinary teams with management consultant Scott Shute. Scott's background is in the electronic components industry, but his most recent position was Head of Mindfulness and Compassion Programs at LinkedIn. He discusses the importance of acknowledging and supporting employees' spiritual sides.

ECIA President and CEO David Loftus interviews FIRST's CEO Chris Moore. Chris explains the mission of this inspiring organization, founded 33 years ago by inventor Dean Kamen. He shares some of the astounding statistics: FIRST currently serves over 700,000 students in more
October 22-24, 2023
Loews Chicago O’Hare Hotel

Where the Electronics Supply Chain Comes Together
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Message from the President
It has been a great start to 2023! As Executive Director of our ECIA Foundation, I would like to announce the kickoff of our 2023 fundraising.
Webinars

Access [Members Only Webinars here](#).

2023 February 16 - ECIA Webinar: ChatGPT, Midjourney and Generative AI: How the Components Industry Can Supplement its Sales and Marketing Tactics: [Recording](#)

2023 January 19 - 2022 Engineering Industry Research With EETech: [Recording; Presentation Deck](#)

2022 November 30 - Lectrix Webinar - What’s Next for Marketing as the Pandemic Ends and Uncertainty Nears: [Recording; Presentation Deck](#)

2022 August 25 - The TrustBridge and ECIA Webinar - The Essential WISP: [Recording; Presentation Deck](#)

2022 August 17 - AEA Webinar - Winning the War for Talent, Part 4: [Recording; Presentation Deck](#)
Welcome to the ECIA Member Community!

This page will help get you started on engaging and utilizing the various resources available from the ECIA (Electronic Components Industry Association). Your company has made the choice to invest in the ECIA via membership, and as an employee of your company, you have the ability to interact and engage with a variety of resources the ECIA has to offer.
## NA Sales & Bookings Executive Summary

<table>
<thead>
<tr>
<th>Component</th>
<th>Download</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capacitors (MS-401Q)</td>
<td>[PDF]</td>
</tr>
<tr>
<td>Capacitors POS by State (MS-444Q)</td>
<td>[PDF]</td>
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<tr>
<td>Chip Resistors (MS-44Q)</td>
<td>[PDF]</td>
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<tr>
<td>Carbon &amp; Metal Film Resistors (MS-470Q)</td>
<td>[PDF]</td>
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<tr>
<td>Non-Linear Resistors (MS-477Q)</td>
<td>[PDF]</td>
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</tbody>
</table>
The Electronic Component Sales Trends (ECST)

The Electronic Component Sales Trends (ECST) tracks viewpoints on the sales of electronic components and the impact on end markets by surveying ECIA members, their peers and colleagues. The surveys sample individual opinions of knowledgeable professionals in the electronics industry on current monthly/quarterly performance and a look ahead to future expectations. Please take a moment to share your opinion and complete these surveys www.ecianow.org/ecst: each participant receives the survey results report.
Member

Component Lead Times

The ECIA Component Lead Time Report is updated monthly. The report lists average lead times by product category based on a market basket of major manufacturers for each product. Published lead times by product category is an average of posted lead times by suppliers.

March 2023

PDF  Excel

Issues and Practices
Don Elario
<table>
<thead>
<tr>
<th>About ECIA</th>
<th>Issues &amp; Practices</th>
<th>Stats &amp; Insights</th>
<th>EIA Technical Standards</th>
<th>Component Search</th>
</tr>
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<tbody>
<tr>
<td>What If...</td>
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<tr>
<td>Why</td>
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<tr>
<td>Board &amp; Directors &amp; Councils</td>
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<tr>
<td>ECIA Committees</td>
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<tr>
<td>Member Directory</td>
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<tr>
<td>Our Partners</td>
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<tr>
<td>Foundation</td>
<td></td>
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<tr>
<td>ECIA Communications</td>
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<tr>
<td>Staff</td>
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</table>

**Begin Training!** The ECIA PACE Training is an ECIA members and program supporters. Introduce try with these first 5 courses. Get started today!

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**Where the Electronics Supply Chain Comes Together**

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ECIA Committees

As a member driven organization, ECIA has different committees set up to carry out the work of the association under the direction and policies set by the ECIA Board of Directors. Each of these committees is comprised of individuals from ECIA member companies, ECIA staff resources and others invited from the industry. One of the best ways to maximize the benefit of an ECIA membership is to get involved in one of our committees: your opportunity to... Connect. Influence. Optimize.

Global Industry Practices Committee

Works to identify business issues and process inefficiencies within the Electronic Components industry supply chain, and in response, develops and helps drive awareness and adoption of industry best practices, environmental and process guidelines. Learn more.

EIA Standards Committee

Serves as the policy committee for technical standards development at ECIA including domestic, international and joint association standards and conformity assessment with a primary focus on passive electronic components and related technologies: capacitors, resistors, inductors, connectors, rack & panels, tape & reeled product, soldering technology. Learn more.
Global Industry Practices Committee

The Global Industry Practices Committee (GIPC) provides a forum to discuss processes in the authorized channel that drive best practices within our industry. The GIPC members on this committee work to identify common global problems and issues, formally organize with Subject Matter Experts to research the issues, provide guidance and areas for consideration, and then help drive adoption with the ECIA Board of Directors and Councils. This activity results in the construction of guidelines, specifications, position papers and best practice documents for the electronic components authorized channel. The Committee is made up of executives from three Distributors, three Manufacturers, one Manufacturer’s Representative and two ECIA representatives.

Committee Members

Alliance Group, AEM Group, Analog Devices Inc., Avnet Inc., Digi-Key Electronics, Knowles Corporation, Mouser Electronics, Phoenix Contact, Powel Electronics, Inc., TTI Inc., Vishay

The GIPC Introductory Presentation provides additional information.

Committee Mission Statement

Through a non-competitive, collaborative effort, the committee will work to recognize common, global problems and issues and formally organize to discover, leverage, guide, and advance operational efficiencies throughout the electronic components global authorized channel.

2023 Goals

7 Areas of Focus

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The Office of the U.S. Trade Representative is seeking public comment on the proposed list. Written comments should be submitted by June 17.

For more information about the submission of comments and the goods/products included in List 4, see:

China Tariffs Links
TPC Electronic Industry Tariff Survey, Part 2
China Tariff Avoidance and Recovery Process
China Tariff Best Practice Document
China Tariff Removal Guidance
April 2019 ECIA Small Parcel Letter
January 2019 Tariff Collection Survey
July 12, 2018 China Tariff Webinar Presentation
August 30, 2018 China Tariff Webinar, Part 2
TPC Electronic Industry Tariff Survey


List 1: https://ustr.gov/sites/default/files/enforcement/301Investigations/List%201.pdf
Global Industry Practices Committee

China Tariff Avoidance and Recovery Process

4 Years Later…2022
What have we learned?
How does your tariff process align with these best practices?

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Most Recently Published

China Tariff Avoidance and Recovery Process
GIPC Paperless Manufacturing Certificate of Compliance Working Group Report
GIPC Cybersecurity White Paper: Executive Summary
GIPC Cybersecurity Results: Risk Management Communicating Risks
GIPC Cybersecurity Results: Ransomware Readiness
Cybersecurity
Ransomware Readiness

Survey Dates: Oct 4 – Nov 2, 2022

Dale Ford – Chief Analyst
November 8, 2022

ecia
Electronic Components Industry Association

Participant Profile – By Type

Ransomware Attack Response – By Type

In the event of a ransomware attack, how would your company respond to demands for payment?

<table>
<thead>
<tr>
<th></th>
<th>Will Never Pay</th>
<th>Depends on circumstances</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributor</td>
<td>53%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>Manufacturer</td>
<td>63%</td>
<td>31%</td>
<td>6%</td>
</tr>
<tr>
<td>Manufacturer Representative</td>
<td>44%</td>
<td>22%</td>
<td>33%</td>
</tr>
<tr>
<td>Average</td>
<td>53%</td>
<td>26%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Global Industry Practices Committee (GIPC)

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EIA Standards
Laura Donohoe
Where the Electronics Supply Chain Comes Together

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Check Out Member News Updates
EIA Technical Standards

EIA, through its EIA Standards Committee (ESC), provides a unique forum for the discussion of technical issues and development of industry standards that drive the manufacture, application and use of electronic component products and systems on a global basis. These voluntary industry standards carry the “EIA Standards” trademark and are developed in accordance with and accredited by the American National Standards Institute (ANSI). In addition, EIA Standards Committees have the flexibility to produce guidelines, handbooks and other documents to address industry issues when the formal standards process is not required. EIA Technical Standards can be purchased at the EIA Store.

Staff: Edward F. Mikolits, Jr.
Phone: 971-222-0203  Email: emikolits@ecnaso.org

Quick Links

Upcoming Events:

Get EIA Technical Standards Documents

List of EIA Standards
List of Connector Test Procedures (Interactive)
EIA Standards Projects
EIA Weekly Date Orders
Components Bulletins
ACH Committee Public Access Documents
Soldiering Technology Public Access Documents
EIA Source Code
Purchase Standards

Resources

EIA Standards Committee
Standards Knowledge

Get Involved

Join EIA Workforce
The Standards Process
Standards Related Training
EIA Committees
EIA Task Forces
Standards-Related Meetings and Events
ECIA Library - EES Committee Only

View Full Event List
## ECIA Top Sellers

### EIA-481
Revision F, August 2021
4 mm Through 200 mm Embossed Carrier Taping and 8 mm & 12 mm Punched Carrier Taping of Surface Mount Components for Automatic Handling
Published By: Electronic Components Industry Association (ECIA)
- Active, Most Current
- Secure PDF: $99.00
- Print: $99.00
- Print + PDF: $158.40

### EIA-364
Revision G, July 2021
Electrical Connector/Socket Test Procedures Including Environmental Classifications
Published By: Electronic Components Industry Association (ECIA)
- Active, Most Current
- Secure PDF: $108.00
- Print: $108.00
- Print + PDF: $172.80

### EIA/ECA-310
Revision E, December 2005
Cabinets, Racks, Panels, and Associated Equipment
Published By: Electronic Components Industry Association (ECIA)
- Active, Most Current
- Secure PDF: $99.00
- Print: $99.00
- Print + PDF: $138.40
ECIA Domestic Standards Committees

**ECIA Standards Committees**

**S-1 Steering Committee**

Committee Scope: The S-1 Passive Component Steering Committee's scope is to provide leadership and direction for passive component standards engineering working groups. The Committee will offer an opportunity for creating a unified environment for interaction between all passive-component users and producers.

Committee Chairman: Representative from IBM Corp.

**EC-2.0 National Connector and Socket Standards Committee**

Committee Scope: The committee is populated by experienced individuals, including a number of those responsible for labs themselves, including manufacturers of MIL connectors. The EC-2.0 committee is responsible for developing standards for electronic connectors and sockets and associated hardware. It is most well known for the MIL-STD series of test procedures, which are used globally and adopted by the US DoD. The committee typically meets face-to-face several times annually and conducts business between meetings through the ECIA electronic workspace. 364 Series Library Committee Access Link.

Committee Chairman: Frank Ruffino, Molex Incorporated

**P-1 Resistive Devices**

Committee Scope: All types of resistive components regardless of technology. Includes composition film, wirewound, thermistors, varistors, networks, chip resistors and integrated passive devices.

Committee Chairman: Joseph Bernardi, Stackpole Electronics

**P-3 Inductive Components**

Committee Scope: This Committee approved (7 Oct. 1998) a change in the scope of the P-3, Inductive Components Committee. “This committee covers all types of inductive components regardless of technology used in electronic circuits. It includes inductors, RLC (resonant, filters, inductance filters, inductors and transformers), chip inductors, and medical inductors.”

Committee Chairman: Joseph Bernardi, Stackpole Electronics

**P-2.1 Ceramic Dielectric Capacitors**

Committee Scope: All types of Ceramic Dielectric Capacitors

Committee Chairman: Michael Canec, Tokin Corporation of America

**ACH Automated Component Handling**

Committee Scope: Develop and maintain engineering publications for connectors, adapters, and cables used in automated handling systems. Also, provide technical input to related international standards issues and procedures.

Committee Chairman: Brian Matheny, Teledyne

**P-2.2 Paper, Film, Mica & Wet-Electrolytic Capacitors**

Committee Scope: Paper, film, mica and wet-electrolytic capacitors for all AC and DC applications, except inductive heating and utility power-factor correction.

Committee Chairman: Open

**P-2.5 Solid Electrolytic Capacitors**

Committee Scope: All types of Tantalum Capacitors

Committee Chairman: Keith Moore, KEMET Electronics

**Dependability**

Committee Scope: Develop and maintain domestic standards related to dependability. Dependability covers the availability performance and its influencing factors: reliability performance, maintainability performance and maintenance support performance (including management of obsolescence). The standards provide systematic methods and tools for the dependability assessment and management of equipment, services and systems throughout their life cycles.

Committee Chairman: Lisa Bates, Raytheon

**Soldering Technology**

Committee Scope: The STC encompasses soldering practices (soldering iron-mass reflow techniques) and associated soldering materials (solders, pastes, rosin, and flux/cleaning agents). However, the Committee will focus on solderability test method development for printed throughhole (PTH) and surface mountable components. One of the major functions is to promote commonality and standardization of soldering test methodology within the ECIA sectors.

Committee Chairman: Doug Rovnan, Texas Instruments Inc.

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Did you know ...

- The EIA Standards program began in 1925 as the Radio Manufacturers Association. That’s 98 years of producing industry standards!
- Standards produced by ECIA are trademarked as “EIA Standards”, which was the name of the Association when it evolved from RTMA in 1957.
- 200+ American National Standards are currently maintained by ECIA.
- 45 US Standards Development Projects are currently in progress.
- 226 ECIA-administered US TAG projects for IEC and ISO International Standards are currently in progress.
- Experts from 39 ECIA member companies participate in ECIA US or international standards.
Extend the value of your company ECIA membership! ECIA Standards Committees are currently looking for additional input from the following groups and in the following subject areas:

<table>
<thead>
<tr>
<th>Engineers</th>
<th>Capacitors</th>
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</thead>
<tbody>
<tr>
<td>R&amp;D</td>
<td>Resistors</td>
</tr>
<tr>
<td>Testing</td>
<td>Inductors</td>
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<tr>
<td>Quality</td>
<td>Magnetic Components</td>
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<tr>
<td>Design</td>
<td>Piezoelectric</td>
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<tr>
<td>Laboratory</td>
<td>Connectors</td>
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<tr>
<td>Qualifications</td>
<td>Electronic Displays</td>
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<tr>
<td></td>
<td>Dependability</td>
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<tr>
<td></td>
<td>Soldering Technology</td>
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<td></td>
<td>Automated Component Handling</td>
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<td></td>
<td>Racks &amp; Panels</td>
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<tr>
<td></td>
<td>Rigid RF &amp; Waveguides</td>
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<td></td>
<td>Printed Electronics</td>
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<td></td>
<td>Environmental Conditions</td>
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<td></td>
<td>Switches for Appliances</td>
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<tr>
<td></td>
<td>All or Nothing Relays</td>
</tr>
</tbody>
</table>

The ECIA Standards program works closely with the GIPC to help evolve current industry practices into industry standards. ECIA member Manufacturers and Distributors are the voice of the producers and users of electronic components and their related technologies in US and international standards.
TrustedParts.com
Victor Meijers
TrustedParts.com

The trusted site to source your electronic components.

Enter a part number or description
## Mouser Electronics

<table>
<thead>
<tr>
<th>MFR Part #</th>
<th>Manufacturer</th>
<th>Description</th>
<th>ROHS</th>
<th>DataSheet</th>
<th>Distributor Part #</th>
<th>PKG (MOQ)</th>
<th>Stock</th>
<th>Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAX232CWE+</td>
<td>Analog Devices</td>
<td>TUBERS-232 Interface IC 5V-Powered, Multichannel RS-232 Drivers/Receivers</td>
<td>Yes</td>
<td></td>
<td>700-MAX232CWE</td>
<td>TUBE</td>
<td>5,222</td>
<td>In Stock</td>
</tr>
<tr>
<td>MAX232C6E+T</td>
<td>Analog Devices</td>
<td>RS-232 Interface IC 5V-Powered, Multichannel RS-232 Drivers/Receivers</td>
<td>Yes</td>
<td></td>
<td>700-MAX232C6E+T</td>
<td>TAPE &amp; REEL</td>
<td>5,846</td>
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<td>RS-232 Interface IC +15V ESD-Protected, 5V RS-232 Transceivers</td>
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<td>TAPE &amp; REEL</td>
<td>11,359</td>
<td>In Stock</td>
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</table>
Where the Electronics Supply Chain Comes Together

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Key Features of TrustedParts.com for Distributors

- Brand exposure on TrustedParts.com regional pages and manufacturer pages
- Credibility as an authorized source for electronic components
- Inclusion in search results from:
  - Single part searches on TrustedParts.com
  - Multi-part searches through the BOM search tools
  - Manufacturer websites who use the DSS tool or API
  - Various data syndication sites powered by TrustedParts.com
  - OEM, ODM and EMS customers who have integrated the API into their quote/ERP tools
- Access to the Distributor Portal for monthly analytics, manufacturer mapping and proof of authorization management
- Secure and automated uploading of data via FTP or Distributor API

Key Features of TrustedParts.com for Manufacturers

- Dedicated manufacturer page listing your distributors and popular searches
- Two ways to allow users to search the authorized channel for your products on your site:
  - The Distributor Stock Search (DSS) tool
    - Turn-key solution requiring very little IT resource
    - Easily installed in an iFrame or embedded within your website
    - Configurable search options and custom color palettes
  - The TrustedParts.com API
    - Requires more IT resources but allows for full customization
    - NOTE: Add any of your distributors not currently participating on TrustedParts.com
- Access to the Manufacturer Portal for monthly analytics, distributor authorization management and the Channel Inventory Profile Tool (CIPT)
New Member Benefit! PACE Courses

Multimedia curriculum targeted toward new employees to the industry
Free to all member companies

- Introduction to the Electronics Component Industry
- The Supporting Industry Partners
- Taking a Product to Market: How a Component Manufacturer Launches New Product
- An Introduction to Basic Electronic Components & PCBs
- Electronics Industry Terms & Definition
PACE Phase II

Over 900 users registered since launch May 2022
- > 95% positive reviews
- Users like the interactivity, multimedia content
- Many requests for more content

Phase II Courses – Launching this quarter!
- Supply Chain Management
- Establishing the Distribution Strategy: Suppliers Needs vs. Customer Wants
- CRM, ERP, and More: The Platforms Powering the Digital Supply Chain
- The Mysteries of Sales
- Evolving Industries and Applications
PACE YOURSELF AND BEGIN TRAINING! The ECIA PACE Training is an EXCLUSIVE benefit for ECIA members and program supporters. Introduce your team to the industry with these first 5 courses. Get started today!

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Access requires a member profile on ecianow.org
Please ensure you log in again in the LMS.
The Industry Background & Primary Partners

Welcome to the Electronics Industry

No matter your job title, if you’re taking this course, you’re an important part of one of the world’s most influential industries. Electronics are the backbone of modern technology and every electronic system – from the smartphone in your pocket to a satellite orbiting Earth – has been developed through a complex supply chain consisting of highly specialized companies and
Embedded videos from industry experts reinforce the content.

To learn more about the benefits of distributors, watch this video by Heather Fulara, Director IP&E Americas at Newark Electronics.
Successfully pass the quizzes and receive a certificate

Please provide feedback!

Course 1 - Introduction to the Electronics Component Industry
Welcome to An Introduction to the Electronics Industry: Manufacturers, Independent Manufacturers' Representatives, and Distributors.

As a result of completing this introductory course, you will be able to:
Understand...

Quiz: Course 1 - Introduction to the Electronic Components Industry
Test your knowledge of the material provided in Course 1 - Introduction to the Electronics Component Industry. Earn a certificate by successfully completing the quiz with a score of 80% or higher.

Feedback: Course 1 - Introduction to the Electronic Components Industry
Please provide your thoughts and suggestions about this course.

Course 2 - The Supporting Industry Partners
You've already been introduced to the primary electronics component industry partners. Now it's time to meet the supporting network. If you have not already done so, we recommend you first take An Introduction to the Electronics Component Industry...

Quiz: Course 2 - The Supporting Industry Partners
Test your knowledge of the material provided in Course 2 - The Supporting Industry Partners. Earn a certificate by successfully completing the quiz with a score of 80% or higher.

Feedback: Course 2 - The Supporting Industry Partners
Please provide your thoughts and suggestions about this course.

Course 3 - Taking a Product to Market: How a Component Manufacturer Launches New Product
A manufacturer cannot bring a new component to market overnight. Fundamentally, a successful product launch should include defining sales objectives, identifying target sales channels, marketing strategy and post-launch metrics. But the process of bringing...

Quiz: Course 3 - Taking a Product to Market
Test your knowledge of the material provided in Course 3 - Taking a Product to Market. Earn a certificate by successfully completing the quiz with a score of 80% or higher.
Executive Conference
Stephanie Tierney
PACE YOURSELF AND BEGIN TRAINING! The ECIA PACE Training is an EXCLUSIVE benefit for ECIA members and program supporters. Introduce your team to the industry with these first 5 courses. Get started today!

Where the Electronics Supply Chain Comes Together

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Learn more about ECIA.

Message from the President

It has been a great start to 2023! As Executive Director of the ECIA
The ECIA Executive Conference is a senior management level conference for the electronics industry's leading companies - representing the entire supply chain. The dates for the 2023 Executive Conference event are October 22-24 at the Loews Chicago O'Hare Hotel.
How Do I Access Today’s Recording?

Electronic Components Industry Association
October 22-24, 2023
Loews Chicago O’Hare Hotel

Where the Electronics Supply Chain Comes Together

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Check Out Member News Updates

Message from the President

It has been a great start to 2023! As Executive Director of our ECIA Foundation, I would like to announce the kickoff of our 2023 fund-raising.
Webinars

Access Members Only Webinars here.

2023 February 16 - ECIA Webinar: ChatGPT, Midjourney and Generative AI: How the Components Industry Can Supplement its Sales and Marketing Tactics: Recording

2023 January 19 - 2022 Engineering Industry Research With EETech: Recording; Presentation Deck

2022 November 30 - Lectrix Webinar - What's Next for Marketing as the Pandemic Ends and Uncertainty Nears: Recording; Presentation Deck

2022 August 25 - The TrustBridge and ECIA Webinar - The Essential WISP: Recording; Presentation Deck

2022 August 17 - AEA Webinar - Winning the War for Talent, Part 4: Recording; Presentation Deck

Quick Links

- Join ECIA
- 2023 Executive Conference
- PACE Training
- Members Only
- Podcasts
- Webinars and Training
- TrustedParts.com
- Create A Profile

Upcoming Events

Wed Apr 26, 2023

Questions?

Thank You!
Connect. 
Influence. 
Optimize.