

### Chairman's Introduction... Adam Fletcher



Welcome to The Electronic Components Supply Network a member managed, not-for-profit, Professional Community based in the UK.

In June '09 after two years of internal consultation we took a bold move to re-position **afdec** a successful forty year old electronic components trade association to meet the emerging needs of its members in a rapidly changing market...

To drive competitive advantage it's now necessary to understand the needs not just of your customer but also their customer's and how your organisation really "adds value" within the overall supply network. Our members' aim is to: "...promote positive collaboration throughout the electronic components supply network to benefit Members and the economy..."

Our primary roles are to encourage greater collaboration in the electronic components supply network through the networking of industry leaders and their organisations, to facilitate wider communications between organisations thereby improving overall market visibility and opportunity identification, whilst leveraging best industry practice to reduce costs.

In the electronic components industry fewer organisations have access to all the resources they require to succeed alone in a highly competitive global market, long term profitable collaboration between organisations is the key to success. Fundamental to this however is a high degree of trust and strong inter-personal relationships between individuals leading these organisations, which the Electronic Components Supply Network facilitates.

We collaborate closely with other leading electronics associations and government in the UK and Internationally on areas of common interest, where we add value by providing an 'industry voice and access to domain expertise' to government departments and their agencies to derive member benefits from taking a leadership role.

Our members believe that their active engagement within the Electronic Components Supply Network provides them with a competitive advantage in bringing their new products to market quickly and in generating increased business opportunities, sales revenues and profitability....

If you require any additional information about ecsn please do not hesitate to contact us directly.

