

Webinar on Developing a Problem-First Marketing Strategy

March 19 | 2:00 EDT | [Register Here](#)

LECTRIX

Approaching marketing from a “problem-first” angle builds lead engagement, trust, and loyalty. Get the full story at this Friday’s webinar.

Join Graham Kilshaw and discover how building a problem-first marketing plan creates:

- more conversations
- conversations that occur earlier in the design phase
- more qualified sales opportunities
- and, a more transparent, longer pipeline for your sales team

ECIA Research & Analysis

Q1 Update Webinar | March 18 | 1:00 EDT | [Register Here](#)



Join ECIA's Chief Analyst Dale Ford for a review of industry market data and his perspective for 2021. Dale will share some of the latest industry updates from ECIA surveys and general market reports. Invite your team to join you and stay current on trends affecting your business.

Members, please log in to the ECIA website and search the [Stats & Insights](#) page for all recent reports.

- IDEA European Electronic Component Distribution Statistics – Q1 2021 (Members)
- Component Lead Time Report – February 2021 (Members & Public)
- North America Weekly IP&E Components Index – Week 9 (Members)

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Upcoming Events

Thursday, March 18

- [ITR Webinar](#)
- [Dale Ford Webinar](#)

Friday, March 19

- [Problem First Marketing](#)

Wednesday, March 24

- [CE-2 Meeting](#)

Friday, March 26

- [Streamline Data Transfer](#)

Weekly Economic Trends National Association of Manufacturers

By special agreement ECIA is pleased to present NAM Chief Economist Chad Moutray's weekly analysis of key U.S. government economic data and manufacturing industry trends in the [NAM Economic Report - 3/15](#). The March [Global Economic](#)

IDEA Newsletter

International Distribution of Electronics Association



"COVID-19 has given the European component market and distribution a black eye in 2020. Interestingly, despite all the challenges such as lockdown and Brexit, there remains a basic confidence among many market participants that gives hope for 2021." - [IDEA Newsletter](#)

The IDEA publishes information provided by the following electronic distribution associations: AREI - South Africa; ASPEC - Russia; ASSODEL - Italy; CEDA - China;

ECAANZ - Australia; ECIA - United States; ECSN - United Kingdom; ELCINA - India; FBDI - Germany; FEDELEC - Tunisia; SE - Sweden and SPDEI - France

Spring 2021 Engineering Summit

March 31 - April 1



The Spring 2021 Standards Engineering Summit will take place March 31 - April 1, 2021 via web conference. The S-1 Steering Committee, Passives groups and

Soldering Technology Committee will meet on March 31 and the Automated Component Handling Committee will meet on April 1.

Ongoing and new EIA standards projects will be discussed, as well as an overview of the ECIA international standards program. Anyone with a material interest in the subject matter is eligible to attend. If you are interested in calling into the meeting and are not currently active on one of the standards committees, please contact [Ed Mikoski](#) or [Laura Donohoe](#) for an invitation link.

Did You Know? Automated Data Transfer Can Streamline Your Business

Webinar | March 26 | 1:00 EDT | [Register Here](#)

Learn how to streamline the data transfer process for reporting new business opportunities. This process has been tested over the past year and proven very effective with a variety of CRM platforms. Hear first hand stories of success from Rep Council Chair Alan Ahern President of Crowley Associates and Gary

[Update](#) is also now available.

Member of the Week

Celebrate **TE Connectivity** as the Member of the Week!



TE has been an active member of the association for over 35 years. The company has supported ECIA with positions on the Board of Directors, Foundation Board, various committees and the Manufacturer Council.

TE's purpose is to create a safer, sustainable, productive and connected future. As the go-to engineering partner for today's innovation leaders and technology entrepreneurs in approximately 140 countries around the world, they help solve tomorrow's toughest challenges with advanced connectivity and sensors solutions.

For more than 75 years, the company has partnered with customers to produce highly engineered connectivity and sensing products that make a connected world possible. Their focus on reliability and durability, a commitment to progress, and the unmatched range of their product portfolio enables companies large and small to turn ideas into technology that can transform how the world works and lives tomorrow.

"It's important for us to work alongside our peers and

Mountford, VP of C&K Americas. Learn the details of how to implement with MetalHub President Peter Heigis.

Review the [initiative's information page on the ECIA website](#) for a brief video and white paper on the technology.

[Click here to Register](#)

channel partners to drive industry initiatives,” said Mick Mulcuck, Senior Director - Distribution Sales. “ECIA is the one association that makes it possible for us to work together.”

With employees, customers, engineering centers and factories around the world, and sales coming almost equally from the Americas, Asia/Pacific and EMEA regions, TE has the advantage of being a truly global industrial technology leader.

Thanks to everyone at TE Connectivity for their support and contributions to ECIA.