



Electronic Components Industry Association

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FOR IMMEDIATE RELEASE

ECIA's Dale Ford Presents at EP&T Online Event

Atlanta – ECIA's Chief Analyst Dale Ford presented data from recent survey results on the impact of COVID-19 on the component industry to the attendees at Canadian electronics [industry publication EP&T's recent online](#) supply chain event. Centered around the pandemic's impact on component supply streams, the virtual gathering gave a compelling look at the challenges facing industry supply chains. The presenters attempted to answer the question, 'How do we manage current shortages, component sourcing, second sourcing and how to succeed during the ongoing global pandemic?'

Other sessions at the event included one by Paul Romano, COO of Fusion Worldwide and a panel discussion. Hosted by EP&T Editor Steve Law, the guest panel comprised key members of the electronics component supply chain ecosystem, including a contract electronics manufacturer – Mark Wood, CEO of Microart Services in Markham ON; a leading edge design house – Titu Botos, CEO of Neuronic Works Inc. in Toronto. Also speaking from the electronics front lines will be global component distributor Mouser Electronics, represented by Mark Burr-Lonnon, senior vice-president of EMEA, Asia and global service.

Dale Ford's presentation covered [ECIA's comprehensive survey data](#) on member response to the COVID-19 crisis. ECIA began conducting surveys of member manufacturing and distributor companies at the start of February to provide visibility on the ever-evolving impact of COVID-19 on the electronics components supply chain. It has been one month since the last ECIA survey focused on the impact of COVID-19 on the electronics components supply chain. [This most recent survey](#) was conducted between Friday, September 11th and Friday, September 18th.

"I was pleased to present at EP&T's supply chain event," commented Ford. "The panel discussion in particular was engaging and provided visibility from players on the front lines dealing with the challenges and opportunities brought about by this global crisis. There will always be disruptions. This forum is an opportunity to build on the invaluable base of experience developed through previous crises. The lessons learned and what companies do now to prepare for the next crisis will determine the industry's overall resilience."

About ECIA

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. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.