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FOR IMMEDIATE RELEASE

### **ECIA Analyst Dale Ford Webinar on Dynamic Industry Forces - Analysis and Perspectives on the Electronics Supply Chain**

Atlanta, GA - This year, ECIA launched a webinar series to enable member continuing education. Next month's webinar presenter will be Dale Ford, ECIA's Chief Analyst; it will take place on July 11, 2019 at 11:00 am ET.

ECIA engages in active research to support its members and their need for data and analysis covering the electronics components supply chain. Managers at ECIA member companies are able to access this wealth of information to support their decision-making processes.

In this webinar presentation, Dale will draw on ECIA research to deliver insights derived from the latest published data. Based on analysis of the data, he will provide guidance into trends and forces shaping the supply chain.

This presentation will deliver the latest data and analysis on:

- Sales & bookings
- Component lead times
- DTAM
- Industry Sentiment
- Economic and market trends

Registration is open to all, but the presentation slide deck will only be available to members. [Click here to register for the webinar.](#)

"Our members derive substantial benefit from not only the data, which they can use for their strategic planning, but the analysis and insights that come from Dale's deep experience with the industry," explained ECIA's CEO Bill Bradford. "We will continue to offer regular webinars for our members on topics of interest."

#### **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](http://www.ecianow.org) or call 678-393-9990.