

Symposium on Counterfeit Electronics Featured NEDA Member Panel

NEDA Executive Vice President Robin B. Gray, Jr. was moderator of a distinguished panel of NEDA members at the recent 2010 Symposium on Counterfeit Electronic Parts and Electronic Supply Chain at the University of Maryland in College Park. The 3-day symposium was sponsored by the Surface Mount Technology Association (SMTA) and the Center for Advanced Life Cycle Engineering (CALCE)/University of Maryland and provided a forum to discuss how an organization performs part selection and management through the whole life cycle of the parts and changes in the electronic parts supply chain.

The NEDA panel of Dave Doherty, Digi-Key Corp.; Melanie Pizzey, TTI, Inc. and Ed Smith, Avnet led a discussion on the value of the authorized distribution channel in light of the global counterfeit product challenge. They discussed how authorized distribution has evolved and developed best practices and standards to keep up with the growing demands of global production and sourcing, internet sales transactions and managing obsolescence. "We were honored to have been selected to present our value proposition to the symposium. The prevalence of electronics is skyrocketing, and with that the threat of counterfeit products escalates. Gatherings of this nature, with a wide range of government, academia and customer representatives, are critical for the understanding of the value of authorized distribution and the risks of buying from unauthorized sources", said Robin Gray. The symposium was attended by senior management, supply chain managers, component engineers, brand protection specialists, inspectors, marketing and procurement policy makers, contracts and legal management, security specialists and government agencies tasked with addressing the issue of counterfeit electronic parts. The Defense and Aerospace industries were primarily represented.

The National Electronic Distributors Association (NEDA) is a not-for-profit trade association representing supplier authorized distributors of electronic components and their manufacturer partners. Dedicated to enhancing the distributor/manufacturer relationship, NEDA represents companies involved in the distribution of electronic components, computer and computer peripheral components and test, measurement and control equipment parts.

Source URL (retrieved on 04/20/2015 - 11:00pm):

<http://www.ecnmag.com/news/2010/12/symposium-counterfeit-electronics-featured-neda-member-panel>