

## ELECTRONICS DESIGN AND MANUFACTURE WORKSHOP

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*Information Package Delivered First*

The process begins with delivery of the latest information package, to brief the Development Authority on current opportunities and threats in European and Global Electronics design and Manufacture. Following this, MHM constructs the most relevant presentation content, tailored to the region's requirements and gives this in workshop format.

*... Then 'Tailored Presentation' Content Assembled*

### WORKSHOP OVERVIEW OF EVENTS

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*... Interactive Workshop Given To Development Authority & Local Electronics Suppliers*

*... The Region's "Way Forward" Plan Constructed*

1.  
**ORDER /DELIVERY OF LATEST RESEARCH**

Delivery & invoicing for Electronics Design and Manufacture information package



2.  
**DEVELOPMENT AUTHORITY VIEW LATEST INFORMATION DATABASE**

The Development Authority updated with major opportunities and threats



3.  
**INTERACTIVE WORKSHOP**

Local Electronics Assembly related company attendees + The Development Authority attend interactive workshop and fill-in forms



4.  
**"WAY FORWARD" PLAN**

MHM listens carefully to views of the opportunities in order to help fine-tune the strategy.

Following the workshop the attendee and consultant feedback is collated to help form the strategy - **"The Way Forward for the Region in Electronics Assembly"**.

## THE WORKSHOP

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### OBJECTIVE

The objective of the workshop is to help increase the volume of CEM, Design, Cable Assemblies, Metalwork, Plastic Mouldings and other Electronics products exported from the region.

The day's workshop is structured as follows:

*... Focuses On Fastest  
Growing Segments*

<b>9.45-10 am</b>	<b>Registration</b>
<b>10 am-1pm</b>	<b>MHM - Market Sector Opportunities</b>
<b>1pm-2.30pm</b>	<b>Buffet Lunch and Discussions</b>
<b>2.30 - 4pm</b>	<b>The Development Authority and Regional Electronics Companies Discussions (MHM available)</b>

### Common Uses and Benefits

*Workshop Benefits  
Include Enabling*

The MHM 'Growth Market Sector Targeting' Workshop can be a significant factor in the development of substantial new electronics manufacture outsourcing business.

*... Co-Ordinated  
Approach To Region's  
Development*

### Benefits

The workshop allows the efficient use of the Electronics Manufacture information database via dissemination, on short timescale, to all relevant Development Authority personnel and to the region's subcontractors, enabling:

*... Identification Of Best  
Target Sectors and  
Participants*

- ❑ A co-ordinated approach to the region's business development
- ❑ Identification of best Electronics Assembly contracts for the region
- ❑ Identification of best inward investment targets

*... All Contained In An  
Agreed Plan*

### Service Overview

*... & Sector Participants*

The MHM 'Growth Market Sector Targeting' Workshop is designed to enable the client to exploit market sector opportunity, to a much higher level than would be the case utilising only internal business development resources.

*... For Clients*

In A One Day Interactive Format, Detailing

... Nature Of Market Sectors Outsourcing

... 'Integrated Vs Non-Integrated'

&

... Identifying The Best Business Development Tools

... For The Client To 'Open-Up' The Sector

Workshop Process Flow

... Is Well Defined

## Methodology

The Workshop is normally in a one-day format, kicked off by an analysis of growth rates and level of new CEM business generated, per market sector - creating a list of market sectors ranked by attractiveness.

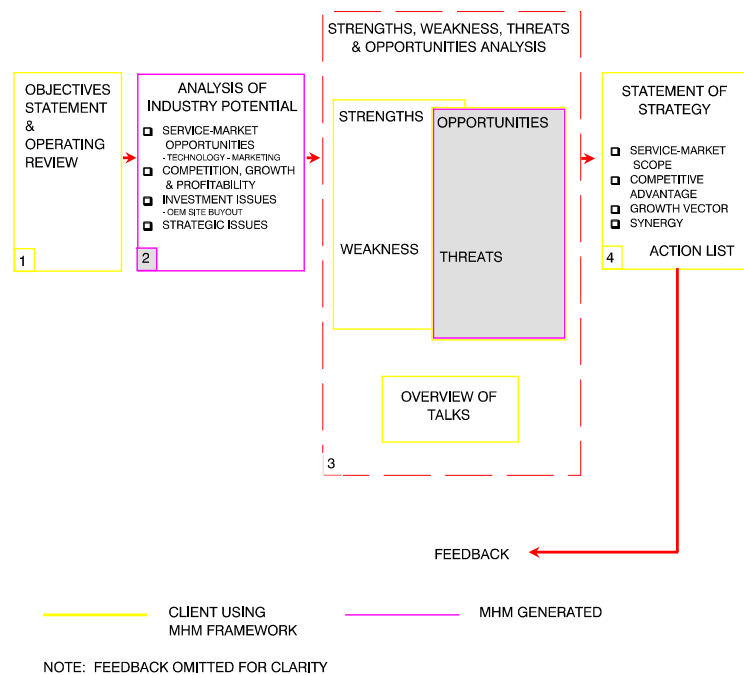
Following this, a brief presentation of the client's strengths, and sectors of focus, is given.

MHM then gives an analysis of:

- Opportunity per target market sector:
  - Sector's attractiveness
  - Integrated or non-integrated nature of demand
  - Highlighting attractive participants
- The best business development tools to open-up the market

An overview of the process is detailed below.

## WORKSHOP PROCESS FLOW - MARKET SECTOR TARGETING



The 'Market Sector Targeting Workshop' allows the region's Electronics manufacture suppliers to develop the best opportunities, via a face-to-face day's session with the Development Authority and the MHM consultant. The day's workshop is based on existing information, or information currently being developed.

## Related Topics

The output from the MHM 'Growth Market Sector Targeting' Workshop can be similar to that from a Customer Targeting exercise. A major difference between the two services is that the Customer Targeting project has a 12-16 week leadtime whereas the workshop can be conducted in one day (5 days of MHM time), normally with a 4 week leadtime.

## Capitalising On Major Industry Change

*MHM Workshop - Views Major Trends*

The MHM workshop will help utilise major industry change to power the client's growth, for example the change to horizontal specialisation, as shown by the Brand Name/OEM split in the diagram below.

*... To Power Client's Growth*

### CHANGING "BRAND NAME" "DESIGN" "MANUFACTURE" AND "IP OWNERSHIP" RELATIONSHIP

