



ASSOCIATION CONNECTING
ELECTRONICS INDUSTRIES®

EXECUTIVE SUMMARY OF LONG-RANGE PLAN

(Updated May 2004)

Background

In both 2000 and 2001, IPC conducted several Focus-on-the-Future meetings. These meetings, attended by key IPC leaders representing a complete cross-section of membership types, were intended to provide an environmental scan of the industry and the IPC membership.

The Focus-on-the-Future meetings identified key industry trends and issues, including globalization, mergers and acquisitions, technology, customers, changes in distribution and manufacturing chains, hiring and retaining people, and environmental issues.

The meetings also addressed IPC programs on membership; standards and technology; professional development and training; government relations; international efforts; meetings and trade shows; and communications.

The issues and trends identified by these focus group meetings were used to develop a membership needs assessment. The membership needs assessment was conducted through a telephone survey of over 200 members.

The results of the survey and the Focus on the Future meetings were shared with IPC Long-Range Planning Committee members at their meeting on July 19 at IPC headquarters. The following Objectives and Strategies were adopted by the Board of Directors based on results of the Long Range Planning Committee and staff recommendations.

OBJECTIVE 1

Position IPC as a Recognized Global Association for the Electronics Interconnection Industry

Discussion

For nearly 20 years, IPC has cooperated with its sister associations in the printed circuit industry. This cooperation has generally taken the form of co-sponsorship of the Printed Circuit World Convention, now called the Electronic Circuits World Convention. In addition, IPC has conducted workshops in Japan, India and in several locations in Europe. Additionally, IPC conducted TMRC workshops in Europe for several years.

IPC has submitted many of its standards to IEC (International Electrotechnical Commission) and IPC staff has also served on and chaired several IEC technical committees.

The IPC Board of Directors also had international representation. Ralph Gleim, President of Schoeller, a PWB manufacturer in Germany, served on IPC's board in the 1980s. Bill Miller, Prestwick Circuits, a UK PWB manufacturer, also served on IPC's board in the 1980s, advancing to Chairman of the Board.

Recently, IPC has been an advocate of the WECC (World Electronic Circuits Council) along with many of the other country-specific printed circuit associations. One of the goals of the WECC is to place printed circuit standards under their authority rather than IEC. We believe standards will be more rapidly published and distributed under the direction of WECC. WECC also envisions collection of global market research data.

Missing in these relationships, however, is the inclusion of the assembly industry sector. Currently no trade association internationally has any representation or programming for the electronics assembly industry. This is expected to change in the future as the electronics assembly industry sees a greater need to organize and work cooperatively.

- **Strategy 1-1: Establish an IPC Presence in Global Regions with emphasis on North America, China and Europe**
- **Strategy 1-2: Strengthen IPC's Relationship with Overseas Associations using WECC membership to support Strategy 1**
- **Strategy 1-3: Provide Global Access to IPC Programs**
- **Strategy 1-4: Leverage U.S. Presence to expand influence in Canada and Mexico**
- **Strategy 1-5: Promote the benefits of IPC's global footprint to the membership**

OBJECTIVE 2

Strengthen IPC's Position as the Industry's Worldwide Standards-Setting Organization

Discussion

IPC is known throughout the world for its standardization efforts. IPC-A-610, our most widely used document, has been translated into Spanish, Chinese, Portuguese, Swedish, Finnish, and French with additional languages pending due to market demand.

IPC has access to international markets through several avenues: direct sales from Northbrook; through distributor arrangements and indirectly through WECC and IEC. IPC currently is working with the World Electronic Circuits Council to establish IPC standards as WECC standards. This would result in IPC, JPCA, CPCA, TPCA, IPCA, and EFIP all endorsing the resulting document. WECC members will also likely translate the approved standard into their local language. IPC also has international access through the International Electrotechnical Commission (IEC). Through use of the Publicly Available Specification (PAS) process, IPC can submit released standards to IEC for issuance as PAS.

IPC has made inroads for wider use and acceptance of our standards by providing global licenses for all of our documents. This program is relatively new.

- **Strategy 2-1: Increase penetration of IPC standards on a global basis.**
- **Strategy 2-2: Make a Greater Emphasis to Publish Standards/Documents on Leading-Edge Technologies**
- **Strategy 2-3: Continue emphasis on increased participation in standards committees.**

OBJECTIVE 3

Expand the Reach of IPC to All Membership Segments

Discussion

Over the last 10-to-15 years, IPC has expanded our membership segments, i.e. one needs only to look at the inclusion and growth of the electronics manufacturing service industry within IPC.

Recently, IPC formed the IPC Designers Council, a society to represent designers of electronics interconnection products; assumed the responsibility for the California Circuits Association (CCA); and assumed responsibilities for the Surface Mount Equipment Manufacturers Association (SMEMA).

All these activities expanded IPC's membership base and the programs the association provided its members.

IPC historically created technical representation through its Committee Chairmen Council (CCC) and the Technical Activities Executive Committee (TAEC). However, over the last decade, IPC has also created councils and steering committees within these councils to represent the interests of the management segments of IPC membership. These council and steering committees include: PWB Presidents Management Council, EMS Management Council, PWB Suppliers Management Council, Surface Mount Equipment Manufacturers Council, and the California Circuits Association Council

The steering committees of each of these councils operate under two important tenets: 1) executives must serve on the steering committee and, therefore, must be able to commit their companies to a course of action and 2) council steering committee membership can only be from that industry segment.

- **Strategy 3-1: Engage the Leaders of Key OEM, PWB, EMS Companies and Their Suppliers to Demonstrate Support of IPC Programs**
- **Strategy 3-2: Explore Programs for Related Market Segments Currently Being Expanded by IPC Membership Base**

OBJECTIVE 4

Expand IPC's Global Data Collection, Analysis, and Dissemination Process

Discussion

IPC has historically gathered global data for the PWB industry. IPC publishes a world market report for rigid PWBs, flexible circuits, and substrate materials. Although one other consultant gathers world market data on the PWB industry, IPC is the only trade association in the world gathering global information and providing it to its membership.

IPC has had success in collecting data through its global membership. One such success is the publication of the IPC Global Process Consumable Report. In addition, IPC members, both here in the United States and overseas, are main contributors to the World Market Report. IPC through the SMEMA Council also is continuing its efforts to gather world market data on electronics assembly equipment.

- **Strategy 4-1: Utilize IPC Presence Overseas for Data Collection**
- **Strategy 4-2: Work with Related Overseas Associations for Data Collection and Dissemination**
- **Strategy 4-3: Disseminate Information to IPC's Global Membership**