OBJECTIVE 1: Position IPC as the Recognized Global Association for the Electronics Interconnection Industry

- **Strategy 1-1:** Pursue collaborative relationships with international, national and regional industry related associations and organizations
- **Strategy 1-2:** Articulate and communicate the benefits of IPC’s global objectives and strategies
- **Strategy 1-3:** Promote and support the protection of Intellectual Property (IP)
- **Strategy 1-4:** Promote industry compliance of environmental standards worldwide

OBJECTIVE 2: Strengthen IPC’s Position as the Industry’s Worldwide Standards-Setting Organization

- **Strategy 2-1:** Make key IPC standards more accessible to global markets
- **Strategy 2-2:** Expand IPC’s influence and visibility of standards in China
- **Strategy 2-3:** Continue to expand acceptance and use of IPC standards by OEM and EMS companies
- **Strategy 2-4:** Expand IPC standards activities to other segments of the supply chain
- **Strategy 2-5:** Develop methods in standards development to decrease the “time to market” of new or revised standards

OBJECTIVE 3: Expand Participation in IPC Events and Activities Worldwide

- **Strategy 3-1:** Create a specific regional membership strategy for areas of the world where IPC has a local presence—United States, China and Europe
- **Strategy 3-2:** Create a participation/communications strategy for areas of the world where IPC is represented by distributors or has no presence—Southeast Asia, India and Europe
- **Strategy 3-3:** Refine IPC’s membership communications strategy

OBJECTIVE 4: Expand IPC’s Global Data Collection, Analysis and Dissemination Process

- **Strategy 4-1:** Increase membership in the TMRC
- **Strategy 4-2:** Increase the value proposition of market research
- **Strategy 4-3:** Disseminate market data to IPC’s global membership