

TECHNOLOGY FORECASTERS INC.

Strategic Supply Chain and Environmental Consulting

Press Release

Technology Forecasters Inc. Initiates Landmark Study of European Electronics Design and Manufacturing *Research Advisory Call to be Held June 9th*

ALAMEDA, Calif.--May 24, 2010 — [Technology Forecasters Inc.](#) (TFI) is launching a thorough investigation of electronics design and manufacturing in Europe to help electronics-industry executives set profitable strategies for Europe, with an emphasis on Eastern Europe. Europe is the world's largest electronics market. The study will kick off with a one-hour call June 9th at 8:00am Pacific Time / 4:00pm GMT, during which TFI's consultants, the study's Founding Clients, and those interested in becoming Founding Clients will hone the study's approach for maximum insight and immediate applicability.

The impetus for the study came from TFI clients recognizing the strategic imperative of selling, designing, and manufacturing in Eastern Europe to serve EMEA (Europe, Middle East, Africa). Also prompting this investigation into manufacturing in Europe for EMEA are numerous global events: the fluctuation of the Euro and correlating international competitiveness, grounded flights for shipments and corporate travel from the Icelandic volcano, and growing dissatisfaction about manufacturing Europe-bound products in China.

"With the EU economy (GDP) ranked as #1 and the manufacturing stronghold in Eastern Europe, being absent from or casual about this region is not an option for electronics companies and their suppliers," says TFI President Pamela J. Gordon. "My team and I eagerly await the June 9th Research Advisory Call when all Founding Clients and those considering becoming Founding Clients will confer on maximizing the industry-wide value of this study, yielding strategies to increase revenues and reduce costs in the region."

The centerpiece of the study will be detailed interviews with managers and executives throughout Eastern Europe and those elsewhere who work with customers, suppliers, recyclers, and logistics providers in the region. Many of the interviews will be conducted in local languages and by TFI analysts with decades of experience tracking and consulting to the electronics industry.

For more information on the study and participation in the Research Advisory Call, please contact Pamela J. Gordon at +1.510.601.9107 or visit <http://techforecasters.com/eeurope/index.html>.

ABOUT TECHNOLOGY FORECASTERS INC. Clients use TFI's strategic advice and market insights to optimize global manufacturing relationships and achieve profitable environmental strategies. With clients in the Americas, EMEA, and Asia, TFI delivers a unique combination of industry and environmental expertise through management consulting, customized research, keynotes, and workshops. TFI Environment leads clients to "Lean and Green" competitive advantage for products, supply chain, logistics, and facilities. For more information contact Technology Forecasters at www.TechForecasters.com, +1-510-601-9107.

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