

## Specialist industry network launches

**Nearly 200 electronics, software, technology and other industry professionals gathered in City Hall, Cardiff for the inaugural Gala Dinner and launch of the ESTnet.**

The ESTnet – the specialist industry network, will be the new face of the Welsh Electronics Forum and was launched by Rt. Hon Cheryl Gillan, Secretary of State for Wales.

Dr Chris Young, Chief Executive explained: “The Welsh Electronics Forum was established in 1998 to give the industry a voice in Wales. Over the past 13 years, the nature of the industry has changed dramatically resulting in the need for a new-look organisation.

“The ESTnet will operate as a specialist networking organisation for electronics, software and technology companies and professionals with the view to creating more opportunities for them to partner and collaborate for mutual benefit.”

Speaking at the launch, Ms Gillan talked about the importance of a network of contacts such as the ESTnet and the transport and broadband networks in helping businesses in Wales take its rightful place in the UK and global network.

She said: “In these times of very tight public finances the Government’s Universal Service Commitment to provide the UK with the best superfast broadband network in Europe by 2015 is a sign of how important connectivity is to the Government.

“We cannot ask businesses to step in and build for growth if they do not have the right tools to do so.”

Commenting on Wales’ part in this network she added: “I believe that we can overcome the challenges we face in areas such as broadband provision. After looking at the number of solutions provided by satellite companies

*(Continued on page 2)*



### Welcome

**I am very excited about the launch of the ESTnet and my new role as Chairman.**

As Senior Programme Director at General Dynamics UK, I was involved in setting up the EDGE® UK Innovation Centre in South Wales to assist SME companies to develop their product capabilities and routes to market. I have also been privileged to manage a number of international technology projects.

Collectively, this knowledge and experience has the potential to aid Welsh companies in their pursuit of export markets.

Having been involved in the Council for the past two years, my goal as Chairman is to continue to encourage the development of strong relationships and collaborations via the ESTnet so that the industry in Wales can do better business now and in the future.

I am also looking forward to having a beneficial and close working relationship with each of our members for many years to come.

Over the coming weeks, you will be hearing more about our value proposition, membership packages, etc via our operational team. In the meantime, please take a look at our website [www.estnet.uk.net](http://www.estnet.uk.net) or email [enquiries@estnet.uk.net](mailto:enquiries@estnet.uk.net).

**Ian Menzies, Chairman**



## Specialist industry network launches (Continued from page 1)

coupled with the innovation and expertise in the electronics, software and technology industry in Wales, I am sure that we will succeed.”

To coincide with the launch, which was sponsored by Panasonic Manufacturing UK Ltd, General Dynamics UK, Sony UK Technology Centre, Smart Solutions

Recruitment and IQE plc, the ESTnet also announced the appointment of new Chairman, Ian Menzies.

Mr Menzies is tasked with ensuring the vision, mission and values of the ESTnet are communicated clearly. He will also be responsible for setting out the new organisation’s strategy

and structure and exercising accountability to members and stakeholders.

Welcoming the Government’s commitment to innovation and the electronics, software and technology industry in Wales, he said: “Ms Gillan’s invitation to ESTnet to keep her informed of the views of members and their needs is welcome news indeed.”



## Diolch and Hello

**After nearly 13 years as Chairman, Dr Drew Nelson OBE is stepping down.**

During this time, his own company, IQE plc, has grown from a small start-up into an international company with eight operating facilities spanning three continents; placing considerable pressure on his time.

His contribution to the industry and the Forum is significant and whilst he will

no longer be at the helm, IQE plc will continue its involvement in the Council and with the ESTnet.

The Council of the ESTnet is the body responsible for identifying the strategic direction for the industry. It will be the public face of the electronics, software and technology industry.

New Premier Members of all sizes, sectors and locations are invited to join current members Sony UK Technology Centre, Panasonic Manufacturing UK Ltd, Cassidian, General Dynamics UK, The Magstim Company and IQE plc over the next few months to strengthen the ESTnet’s impact.

# Calculating over 10 Years of Success

**In 1998, the vision for the then embryonic Welsh Electronics Forum was to bring a sense of visibility and community to the electronics and software industry in Wales. Over the past 13 years the Forum has gained a much-deserved reputation as the authoritative voice of the industry.**

During this time the Forum campaigned hard for the public sector to recognise the role of the technology industry as the underpinning driver for every other sector of the economy. And it succeeded! The ICT industry, comprising electronics, software and technical services, was acknowledged in last year’s Economic Renewal Programme as one of only six key sectors considered important to the Welsh economy.

However, this recognition was not easy. The Council met regularly with all four Ministers responsible for the Economy and Transport since the Assembly was

created – Rhodri Morgan, Mike German, Andrew Davies and Ieuan Wyn Jones – and you can bet that the ESTnet will be making a bee-line for the next incumbent after this May’s election.

These ministerial meetings helped to pave the way for the recently announced Sector Panels.

The Forum also lobbied hard for a formal framework for dialogue between industry and the Assembly – a role that the new Sector Panels are well positioned to fulfil.

Other successes include:

- major all-Wales recruitment campaigns for experienced professionals as well as young people;
- attracting international conferences such as the Semiconductor 2K to Wales for four years in a row;
- representing Welsh industry at key

exhibitions and conferences e.g. the bi-annual Telecom exhibition in Geneva and National Electronics Week;

- major poster and leaflet campaigns aimed at schools;
- press campaigns and media training to give visibility to our industry;
- consortium and energy purchasing groups;
- development and trialling of training material for technicians, graduates and middle managers; and
- building high-level relationships through trade missions with similar trade associations in places such as Singapore, Hong Kong and Malaysia.

With these and a myriad of other achievements, the Forum recognises that the first phase of its development is complete and it is time to embrace new challenges.

# ESTnet's Role

Over the last decade, we have built a reputation for our knowledge of, and contacts in, the electronics, software and technology industry in Wales. As we move forward, the ESTnet will focus on three core areas:

## 1. Networking

Creating an environment for innovation and growth by building a collaborative network of individuals and corporate members through a programme of activities (see p4 for further details or visit [www.estnet.uk.net](http://www.estnet.uk.net)).

## 2. Knowledge and information

Providing strategic insight on the profile, trends and technologies of the industry; taking the analysis of trends surveys and other industry research and making it available.

## 3. People

Ensuring that professionals as well as corporates are well connected, inspired and nurtured; developing a programme for people and skills and building a community for HR professionals.



# Why join our Network?

**ESTnet has been launched to look at different and better ways of working, requiring businesses to act rather than react, collaborate rather than remain isolated.**

The benefits of 'deep' networking are many-fold:

- Build a circle of trusted contacts – maximise your connections.
- Open up your market place – find customers, suppliers and partners.
- Influence – use your voice and experience to shape your industry.
- Knowledge – gain and share innovation, trends and ideas.
- Building your reputation – showcase your skills, help and support others.
- Raise your business profile – become a trusted network member, getting your face (and your business) known.
- Visibility – raise your profile, demonstrate your support to the industry.
- Share best practice – discuss and share areas of common interest.
- Talent Pool – use your influence to fill the sector with world class people and skills.

And above all...

- Opportunity – be part of a network which provides profitable and mutually beneficial relationships.

To find out more about joining the ESTnet email: [joinus@estnet.uk.net](mailto:joinus@estnet.uk.net).

“ It's good to know that I've made a tangible contribution to shaping the future of our industry. I am pleased that Magstim is regarded as an important member of the West Wales business community.

John Starzewski, MD,  
The Magstim Company,  
West Wales

“ Previously, we have felt there was no representative body we could talk to openly about a whole range of issues, nor anyone we could go to who had a good knowledge of the ICT industry in Wales. Through our involvement with the Forum, we have made useful contacts for our business.

Patrick Kingsley-Williams,  
Managing Director,  
MWL Systems, North Wales

# Record numbers complete Trend Survey

**A record number of Welsh companies participated in the latest Trend Survey undertaken as part of a UK-wide survey of trade association members, including the ESTnet, by the UK Electronics Alliance (UKEA).**

The survey, which was introduced in 2008 to map key trends in areas such as confidence levels, investment and recruitment on a quarterly basis, highlighted the continued increase in confidence in the outlook for the economy since the lowest point in April 2009.

Roger Rogowski, Managing Executive of UKEA said: "The past survey showed that issues such as order or contract deferral continued to decline and, while manufacturing and selling capacity peaked as an issue mid-2010, this also appeared to be declining. In isolation, this might herald the start of another downturn; however with January's continued increase

in confidence in the economy and order books generally better than expected, the outlook is largely positive.

"However, inflationary pressures are anticipated in the outlook for selling prices and material and labour costs and it will be very interesting to see how external factors, such as the disruption to component supplies from Japan, affect the results of our next survey."

Idris Price, Regional Manager of the ESTnet said: "Input into our industry's quarterly Trend Survey is vitally important so that we can best represent your views and needs to the Welsh Assembly and the Westminster Governments on a regular and ongoing basis. We are delighted that only one other region completed more questionnaires this past quarter and would like to encourage more companies in Wales to participate so that we can become and, hopefully remain, the top contributor."

## First ESTnet Group launched

**A new Technology Industry HR Group was launched at International Rectifier recently to ensure that electronics and software companies in Wales have the right levels of skills, training and ongoing development.**

The first of the ESTnet's networking groups created since its launch; the ESTnet HR Group consists of a number of leading electronics and software companies as well as representatives from the ESTnet and Semta. The Group will also be tasked with growing the talent pool thus ensuring the future of the industry.

Avril Lewis from the ESTnet said: "The ESTnet HR Group will work with the ESTnet and Semta to help shape a very powerful Skills Roadmap for the ongoing sustainability of the technology industry in Wales.

"The Group will also help inform how to best align these skills and development requirements with current provision which will then be taken forward via a number of recommendations."

Richard Love, Director of Global HR for SPP Process Technology Systems UK, said: "The project is a rare opportunity for the Welsh Technology industry to collaborate on the strategic learning and development priorities for the sector. The survey output will enable the creation of an integrated 'Hi-Tech Industry' centric proposal for communication to the Welsh Assembly Government in order to influence the policymakers."

## Some Dates for Your Diary

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|-----------|--|
| May       | <ul style="list-style-type: none"> <li>• <b>Securing Graduate Skills for the Electronics Industry</b><br/>Sony Technology Centre, Pencoed</li> <li>Breakfast Meeting for Employers with Semta, UKESF, NMI, ESTnet and Cardiff University</li> <li>• <b>Meet the Council</b><br/>An exclusive dinner for members and guests</li> <li>• <b>North Wales networking event</b></li> </ul> |
| June      | <ul style="list-style-type: none"> <li>• <b>Open Door event at IQE plc – 'Going Public' – what it meant for IQE</b></li> </ul>   |
| July      | <ul style="list-style-type: none"> <li>• <b>Quarterly Online Trend Survey</b></li> </ul>   |
| September | <ul style="list-style-type: none"> <li>• <b>Joint event with the Electronic Components Supply Network – speaker and dinner</b></li> </ul>  |

Events are being added all the time – for up-to-date information, please check our web site [www.estnet.uk.net](http://www.estnet.uk.net).