

ELECTRONICS DESIGN PUBLISHES NEW MANAGEMENT GUIDES TO SUPPORT ITS “BUSINESS DIMENSION” SEMINAR SERIES

February, 2001 ...Two new Guides, aimed at helping UK design management improve the design process of product development, are now available, free of charge, from DTI's **Electronics Design** Programme.

The Guides complement the programme's 2001 seminar series (focused on the business dimension of electronics design), but can be used as stand-alone and independent sources of information.

“Successful Contracting” explains the key elements of subcontracting techniques that can help business managers decide what to subcontract and when, how to select an appropriate subcontractor, and how to negotiate safe and sensible agreements and avoid some of the pitfalls that may occur. The 32-page booklet also includes valuable checklists to assist the evaluation of potential subcontractors.

“A Manager's Guide to the Electronics Design Process” is intended to help senior management to introduce best practice into the design process, whether that of a complete product or just a single IC. In just 36 pages, it illustrates each element of a typical design flow and suggests how this process might be adapted to differing requirements. Sample checklists and additional sources of help are also included.

Electronics Design has also updated and republished its popular guide to **“Microsystems Technology”**. This booklet will help decision makers, starting from scratch, to get up to speed in the technology and explore the relevance of Microsystems to their businesses.

More...

Copies of the Guide can be requested on the DTI Hotline at 020 7215 1909. Alternatively, registered visitors to the Electronics Design website (www.e-design.org.uk) will be able to download Acrobat versions of the guides.

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Notes to Editors:

1. The Electronics Design “Business Dimension” seminar presents companies involved in electronics design with a blueprint for success in today’s demanding, “time-to-market” environment. It covers business process re-engineering, the advantages of the networked company, and the planning and development of a new product. There are tips on how to be successful in subcontracting and how to manage and control the design process. Delegates learn the ten golden rules of planning and how to manage risk. Investment appraisal is an important element of risk avoidance and there is guidance on funding from sources such as venture capitalists, government and institutions and business angels.
2. Seminar Dates and venues are as follows: Thursday 15 January – Bolton; Thursday 1 March – Cardiff; Thursday 15 March – Coventry; Thursday 29 March – Hatfield; Thursday 5 April – Glasgow; Thursday 26 April – Newcastle.
3. A full agenda for the seminar can be found at www.e-design.org.uk
4. The DTI’s 3 year “Electronics Design” programme was launched in April 1999 and has attracted a growing level of support and participation by UK industry. The £3.6 million campaign aims to help management understand and introduce low-cost design tools and techniques designed to get the right products to market at the right price and at the right time. The programme offers management seminars, free and independent consultancy, “hands-on” project design support, training and signposts to UK and European sources of government funding.