

UK ELECTRONICS FIRMS TO GET HELP IN TACKLING PRIORITY BUSINESS ISSUES

DTI's Electronics Design Programme to Mount new series of Management Seminars December 2000....DTI is extending its successful Electronics Design programme with a new series of executive briefings to help electronics firms address key business issues in design management – for example managing change (especially in new, more complex technologies), sub-contracting, developing their markets and organising and funding their business. This extension reflects feedback and experiences over the first 18 months of the programme.

The series of eight events, in centres across the UK, runs from late January to the end of April 2001.

Each event features a morning seminar treating the topic of electronic product planning, development and management, with a detailed examination of the design process itself, routes to generating funding for new product development, subcontracting issues and tips on building a successful project team.

Delegates will later have the opportunity to meet representatives from the programme's network of Support Centres, which offer independent consultancy, project management, training, and assistance with entrée to other government programmes such as TCS (formerly Teaching Company scheme).

The event, priced at £50 per delegate, also includes a buffet lunch.

Pre-booking is now available, either through the Electronics Design website at www.e-design.org.uk or by telephoning the programme hotline on 0207 215 1909.

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Notes to Editors:

1. Seminar Dates and venues are as follows: Thursday 25 January – Exeter; Thursday 8 February – Brighton; Thursday 15 January – Bolton; Thursday 1 March – Cardiff; Thursday 15 March – Coventry; Thursday 29 March – Hatfield; Thursday 5 April – Glasgow; Thursday 26 April – Newcastle.
2. A full agenda for the seminar can be found at www.e-design.org.uk
3. 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.