



Press release

Georg Steinberger joins IDEA Leadership Team International Distribution of Electronics Association (IDEA)

Berlin/Milano, 5 February 2019 – The **International Distribution of Electronics Association (IDEA)**, an international federation of the local country electronic components industry associations is delighted to announce the appointment of **Georg Steinberger** as its new President, effective immediately. **Silvio Baronchelli**, who served as President of IDEA for 35 years has accepted the role of Honorary President. Steinberger will work in an honorary capacity and share responsibilities with **Adam Fletcher**, Chairman of IDEA, and **Laura Baronchelli**, secretary of IDEA and responsible for its administration matters.

“It is a great honour to work with IDEA on the global promotion of the electronics components industry”, said Georg Steinberger on his appointment. *“Distribution and its services and solutions are key to the global supply chain and product life cycle of all customers, and it is necessary to underscore our performance for the industry. While the local country associations do an excellent job on collecting market data and collaborating on political, legal, commercial and environmental industry topics, IDEA is the ideal vehicle to surface trends and developments for an international audience.”*

Steinberger, who is working as vice-president marketing & communications at Avnet EMEA and heads the German Distribution Association FBDi e.V. as well as DMASS Ltd., is an established leader in the electronic components industry. He started his career as technology editor at German trade magazines in 1987 and joined EBV Elektronik in 1998. When Avnet acquired the EBV Group in 2000, Avnet promoted him to his current position. Since 2003, he is also responsible for environmental compliance within Avnet EMEA, and since 2015 he is co-chairing Avnet’s global Corporate Social Responsibility Council.

Silvio Baronchelli, past president of IDEA, said: *“Georg has created a lot of visibility for distribution in Europe over the last 20 years. We are happy to be able to bring his experience to IDEA to take us to the next level, which is a more intensive sharing of trends, market information and insights into legal and political topics between the members, but ultimately with components manufacturers, authorised distributors and their wider customer base.”*

“I’m delighted to welcome Georg to the IDEA Leadership Team, his knowledge and expertise will help guide the association and the global electronic components industry through the next stage of development”, said Fletcher, Chairman IDEA. “I’m very grateful to Silvio Baronchelli for the huge and selfless contribution that he has made to benefit the global electronic components industry throughout his career, he’s going to be a tough act to follow but I know Georg will rise to the challenge...” he concluded.

“I wish all in the electronics industry and the IDEA Leadership team continued success, it has been my great pleasure to serve them...” concluded Baronchelli.

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About IDEA (www.ideaelectronics.com):

IDEA founded in 1984, has members that represent the most important electronic components markets worldwide, including: Austria, China, France, Germany, India, Italy, South Africa, Russian Federation, Sweden, Switzerland, UK and USA.
For further information, please contact: segreteria@ideaelectronics.com

About FBDi e. V. (www.fbd.de):

The FBDi e.V. – Fachverband der Bauelemente Distribution e.V. (Professional Association of Component Distribution), founded in 2003, is well-established in the German association community and represents a large portion of distributors of electronic components with operations in Germany. In addition to the preparation and advancement of numerical data and statistics concerning the German distribution market for electronic components, work group engagement and reporting on important industry themes (amongst others, education, liability and rights, traceability, and environmental themes) form essential pillars of the association’s work. The FBDi is a member of the International Distribution of Electronics Association (IDEA).

Member companies (as per January 2019):

Regular members: Acal BFi Germany; Arrow Europe; Avnet EMG EMEA; Beck Elektronische Bauelemente; Blume Elektronik Distribution; Bürklin Elektronik; CODICO; Conrad Electronic; Distrelec; Ecomal Europe; Endrich Bauelemente; EVE; Future Electronics Deutschland; Glyn; Gudeco Elektronik; Haug Components Holding; Hy-Line Holding; JIT electronic; Kruse Electronic Components; MB Electronic; Memphis Electronic; Menges Electronic; MEV Elektronik Service; mewa electronic; Mouser Electronics; pk components; Pülpichhuisen; RS Components; Rutronik Elektronische Bauelemente; Ryosan Europe; Schukat electronic; TTI Europe.

Supporting members: TDK Europe.

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