

CPEIA Quarterly Report

Building on the Momentum of CPES2015

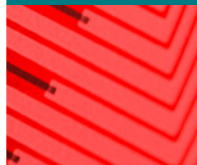
**The Canadian Printable Electronics Industry Association (CPEIA)
is your point of entry into this exciting new technology area.**



Peter Kallai, MBA, PMP
Executive Director
August 28, 2015

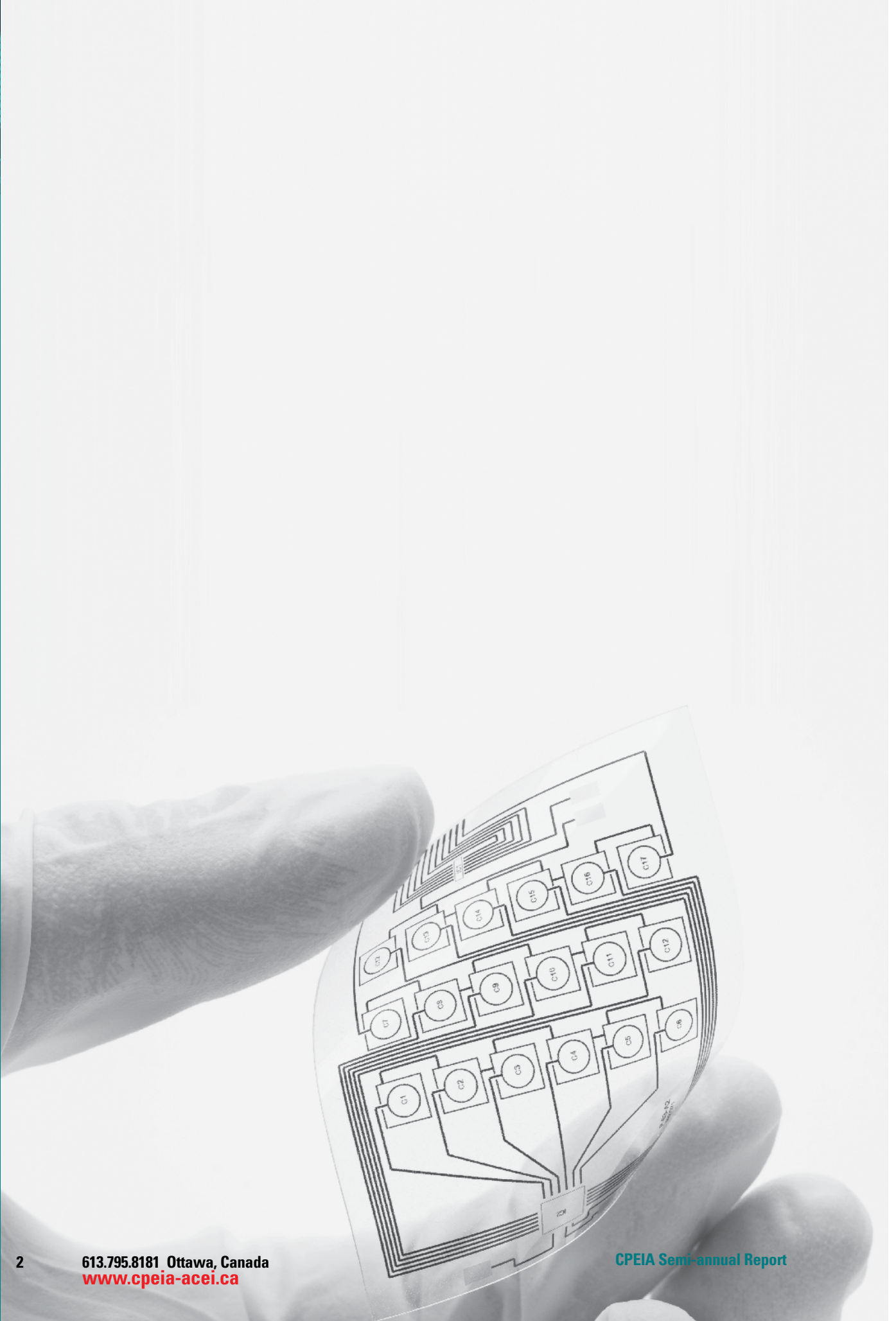
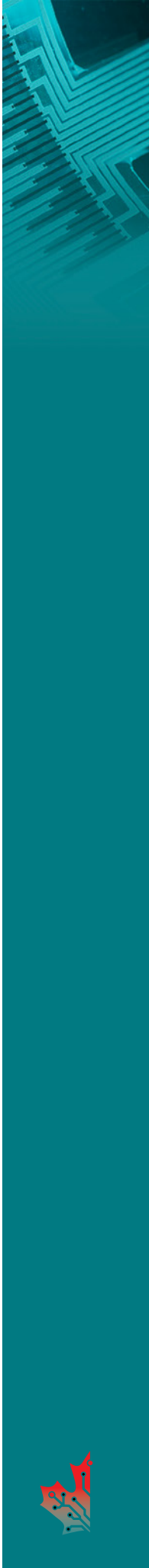


**The united voice of Canada's
Printable Electronics sector**



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Introduction

The Canadian Printable Electronics Quarterly Report from President and CEO Peter Kallai is now available. Scroll down to learn how your industry association is:

Working to ensure financial stability

- Developing meaningful programs for our Members in key industry verticals such as Intelligent Packaging and Intelligent Buildings
- Planning for an even bigger and better Canadian Printable Electronics Symposium in 2016
- Offering new programs and services, such as our Knowledge Base, OPE Careers portal, Advertising Rate Card and Speakers Bureau
- Representing the Canadian industry at key international events, such as the Printed Electronics USA conference coming up in November

Building on the Momentum of CPES2015

The 2015 Canadian Printable Electronics Symposium (CPES2015) marked the start of a new phase of growth for Canada's printable electronics (PE) sector. It also capped off more than six months of effort to launch the Canadian Printable Electronics Industry Association.

In the three months following CPES2015, our team has worked hard to build on that momentum and ensure the association is on a sound footing for the future.

Here is a recap of where we stand as of Aug. 1 and what we offer for our valued Members to develop and deliver programs and services that will drive the growth of Canada's PE industry:





The Membership drive continues

As of Aug. 1, we have 63 Members. Of these, 16 joined in the last quarter. Obviously, the pace of Member recruitment has slowed after a brisk start in the first six months of our existence. All member contacts are available to you through the website to help you build your business.

Building a strong base of Members representative of the industry's varied ecosystem is critical. We need your help to suggest and recruit new Members. You are our best advocate for membership.

Why join? The ultimate goal of all we do is to create networking and matchmaking opportunities for business development, new product R&D and commercialization, and strategic partnerships with prospective customers, R&D partners, suppliers and investors.

During the past three months, we continued to engage with companies looking at PE in Canada and considering membership within Canadian Printable Electronics. In addition to the new Members that joined, we met with about a dozen others to solicit their support for the Canadian industry.

Ensuring financial stability

To date, your association team has met or surpassed every operational goal and benchmark that was set, either in terms of quality, quantity or deadline.

But one weakness remains – achieving a base of revenue that is sustainable. As a non-profit organization, all monies we generate are used to cover operating costs and reinvested into the services we provide our Members.

We offered first-year Membership rates that were heavily discounted versus comparable industry associations. These rates were openly characterized as “introductory.”

We are now reviewing our membership fees to provide for year-around operational expenses with a part-time team. A group of five Executives enrolled at the University of Ottawa's Master in Business Administration (Executive MBA) program has undertaken a study under our oversight to compare Canadian Printable Electronics with other technology associations and their membership fee structures. We expect to announce a new rate structure for 2016 that will ensure our financial sustainability and at the same time be fair and affordable for the various types and sizes of our member organizations.



Building our Knowledge Base

We recently launched the Knowledge Base on our Members-only portal with materials on subjects such as emerging standards, PE applications for specific market verticals and future technology trends, to give you more value for your membership.

Thirty presentations from CPES2015 are also now available through the Knowledge Base.

All Members are welcome to submit new strategic and non-promotional materials to the Knowledge Base for the benefit of fellow Members.





Intelligent Packaging

We continued to educate the marketplace in key industry verticals about applications for PE.

On June 17, I delivered the Keynote presentation at PACKEX, the innovation summit of PAC, Packaging Consortium. About 120 people, half of whom want to incorporate intelligent packaging into their products within the next three years, attended my presentation on how PE can enable intelligent packaging.

We continue to:

- Build a strong relationship with PAC and a formal program that we will announce in the fall
- Develop a new webinar with PAC that will take place Sept. 24, to introduce packaging opportunities for PE to our Members
- Develop a business networking workshop that will take place in Toronto on Oct. 20, where Canadian Printable Electronics and PAC Members can discuss Intelligent Packaging enabled by PE

Intelligent Buildings

Intelligent Buildings, and by association, Connected Homes, is another priority vertical market for us as we work on a number of initiatives with the Continental Automated Buildings Association (CABA):

- We will be launching a formal program in this area to uncover business opportunities for our Members
- Ron Zimmer, President of CABA, was briefed on PE applications and toured the National Research Council's PE Flagship Program in July
- On July 23, we hosted in partnership with CABA a webinar to introduce our Members to opportunities in Intelligent Buildings.
- We also launched in late July with CABA two white paper working groups to explore specific applications for PE in Connected Homes and Intelligent Buildings



Advanced Manufacturing

We have several new speaking opportunities to spread the word about PE in Canada. As of August 1, these included:

- ACAMP Seminar Series on Advanced Embedded Systems, taking place in Calgary on Sept. 9
- A PE Workshop at the Advanced Manufacturing Canada conference, taking place in Montreal Nov. 18-19
- A Proposed Workshop on Flexible and Printable Electronics at IEEE's International Symposium on Circuits and Systems (ISCAS 2016) taking place in Montreal, May 22-26

We are also engaging with Canadian Manufacturers & Exporters, on event planning for our Members through the fall and coming year.

CPES2016, coming in April to Toronto

At present, we are securing a venue and dates for CPES2016 in April 2016. If you are interested in taking part on the organizing committee, please contact me, Peter Kallai, at pkallai@cpeia-acei.ca or 613-795-8181.

We have already secured a Gold Sponsor and our first Diamond Sponsor for CPES2016. Various association partners and media partners from last year have already agreed to renew. If you are interested in promoting your organization at CPES2016, please contact me at the coordinates above.

The updated website for CPES2016 will launch in the fall, with calls for speakers and academic posters. If you have speakers or any other ideas to suggest, please contact me.





Other Programs

Once again, the association will be part of the Canadian delegation to IDTechEX's **Printed Electronics USA** conference, Nov. 18-19 in Santa Clara. Please contact me if you wish to be part of the Canadian delegation or meet with Canadian companies within the Canadian Pavilion at this premier global industry event.

We have launched an **advertising program and rate card**, to help Members market their organizations or products at www.cpeia-acei.ca, in the Canadian Printable Electronics newsletter, and to our industry and media contact lists. Book now. There is a time-limited opportunity to receive up to a 50 per cent discount.

We continue to track relevant speaking opportunities in various industries, such as packaging, intelligent buildings and advanced manufacturing. If you are a Canadian Printable Electronics Member interested in joining our **Speaker's Bureau** and taking advantage of such opportunities, please contact Leo Valiquette at lvaliquette@cpeia-acei.ca

In response to requests from our Members to make our internal career opportunities website accessible for all public organizations and individuals, we will be launching a new web portal for PE job opportunities called **OPE-Careers**. When this launches in the fall, we will discontinue our members-only job listings.

We also recently met with NSERC and representatives of the Government of Ontario about its Jobs and Prosperity Fund, to discuss new **funding opportunities for R&D**. Such opportunities are regularly identified in our monthly newsletter.



How you can you benefit from your Membership and grow your business?

- Participating in events, committees, working groups
- Referring new members
- Contributing to the Canadian Printable Electronics Knowledge Base
- Joining our Speakers Bureau and giving presentations at industry events and conferences to spread the word about PE applications and our PE community
- Sponsoring new activities so we can increase our reach to new customers
- Adding your staff and/or contacts to our mailing list

Together, we can achieve the critical mass to generate hundreds of millions of dollars worth of new activity in our knowledge economy, create jobs and strengthen the Made in Canada brand abroad.

Please contact me at 613-795-8181 with any questions or any feedback on your experience with being a member. We are interested in hearing from you.

Peter Kallai
President & CEO



