

# CPEIA 2016 2nd Quarter Update

## The Canadian Printable Electronics Industry Association (CPEIA)

### CPES2016:

- Larger agenda with inaugural CPES Innovation Awards, 12 tabletop exhibitors, VIP networking reception with ~ 50 participants and facilities tour at XRCC.
- Expanded industrial focus and emphasis on market-ready technologies, with participating organizations such as Unilever, Molson Coors, Quebec Hydro.
- Half of attendees were new faces from previous year, including many U.S. and international participants from Europe and as far as Japan.
- Active media participation to build market awareness, with CBC, as well as media sponsors *Printed Electronics Now*, *IT World Canada*, *Electronic Products & Technology*. Numerous features were published by each pub with follow-on stories, through Q1 and Q2.
- Promotional mailings to the CPEIA contact list for Gold and Diamond sponsors NovaCentrix, CSAGroup, FUJIFILM Dimatix, XRCC.

### IntelliBUILD

- Launch of two landmark research papers on applications for printable and flexible electronics in Intelligent Buildings and Connected Homes, with the Continental Automated Buildings Association at CPES2016.
- Discussions continue to create an IntelliBUILD Leadership Council.

### IntelliPACK

- Held monthly meetings and continued to expand the scope of participation for the Leadership Council.
- Continued development of programs and initiatives for fall/winter 2016-17.
- Developed three use cases with Xerox, NFC Authority, TUKU.
- Use case promotion through social media channels, CPEIA newsletter, producing tangible lead generation results for participating companies.
- Started an IntelliPACK network on LinkedIn.

### Technical Program

- Delivered workshops with IEEE at ISCAS, IEEE's international conference on circuit design, and ANTEM, IEEE's international conference on antenna design.
- Continued to work with CPEIA Members to schedule webinars and facility tours through the second half of 2016.
- We are currently looking for support for Inks and Pastes whitepaper development that would take place in the fall 2016 upon securing the required financial resources. Two sponsors have committed, but we need at least one more to get this project off the ground.



The united voice of Canada's  
Printable Electronics sector





## External Relations

- Secured a landmark strategic partnership with IEEE through its Ottawa Section, to drive awareness and undertake joint activities related to printable and flexible electronics in various market verticals.

## Publicity

- Continued growth of the Printed Electronics Network LinkedIn Group, a major industry networking group managed by the CPEIA, to about 2,684 Members. We regularly share CPEIA Members' information in the network as well as all CPEIA events.
- We secured 10+ features/news segments in four media outlets in this quarter that featured CPEIA Member organizations *XRCC*, *Memtronik Innovations*, *Myant & Co.*, *IEEE*, *IDTechEx*, as well as several CPES2016 speakers.
- We featured *Memtronik*, *Myant*, *GGI* in the last three CPEIA newsletters.

## Membership

- Migration completed of Members to a new sustainable commercial rate structure, from the CPEIA's inaugural introductory rates, to ensure long-term financial stability of the Association. This eliminated individual memberships.
  - This ended in mid Q2, then focus shifted to CPES.
- New Members since April 1: NGTronix. We continued discussions with over half a dozen larger organizations to join CPEIA, but those discussions are taking longer due to higher membership dollar commitments.
- We will continue our focused membership drive through Q3.

## Admin

- 2016 AGM held at CPES2016, where attending Members discussed Association's financials, cash flow challenges going forward. Motions carried to:
  - Institute a repayment schedule of monies owing to President and CEO Peter Kallai for his investment in the startup/operating costs of the Association
  - Embark on a process to develop a new name and brand identity for the Association more inclusive of the broad spectrum of printable, flexible and wearable electronics.
- We are carefully managing cash flow by reducing activities in the summer months when most of our Members are on holidays and increasing focus on the September to June months.
- We delivered on a professional services contract to generate revenues for CPEIA, by facilitating a workshop on Wearables and Smart Textiles.
- We continue to pursue professional services contracts and government funding to generate revenues.
- We are undertaking the process to develop a new name and brand identity for the Association following the motion carried at the 2016 AGM. As a first step, we assessed the cost of such a rebranding exercise. Given the CPEIA's shortage of funds, we will only complete when funds become available.
- We have identified a new client relationship management system and are considering implementation, to streamline and centralize all information related to interactions with our Members and contacts.