

CPEIA 2015 Annual Report & What to Expect for 2016

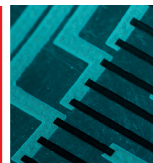
**The Canadian Printable Electronics Industry Association (CPEIA)
Building the Canadian ecosystem for printable,
flexible and wearable electronics**



**Peter Kallai, MBA, PMP
President & CEO
December 11, 2015**



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





FROM ZERO TO 70 IN 12 MONTHS

Building the Canadian Technical Program



A successful CPES2015 Canadian Annual Conference sold out at 130+ attendees with 14 corporate and media sponsors

5 new Member programs to support industry growth and commercialization, through workshops, webinars, white papers, HR development, leadership councils and focused networking efforts:



IntelliBUILD for intelligent buildings and homes (with CABA as supporting partner)



IntelliPACK for intelligent packaging (jointly with PAC, and with AIPIA as supporting partner)



OPE-Careers.com – to provide access to qualified resources

Monthly Webinar Program

CPEIA Knowledge Base with five white papers in progress or completed, 50+ additional articles and presentations

Building the Canadian Eco-system

70 Canadian and international members: Public and private sector organizations from Canada and abroad that are active in various aspects of research, development, manufacturing and commercialization in 6 major industry verticals.

Four Strategic Partnerships to access end user markets:



Canadian Manufacturers & Exporters

10,000+ members in Canada



Continental Automated Buildings Association (CABA)

450 members in North America



PAC, Packaging Consortium

2,200 members in North America



Active & Intelligent Packaging Industry Association

650 members globally

Driving Visibility for Our Members and Canada

20+

Press releases and Membership announcements

45+

Pieces of media coverage, with 15+ Canadian, U.S. and international industry and business publications

20

Industry groups engaged through LinkedIn

10

Issues of newsletter published, covering Member news and industry trends in Canada, with higher-than-industry-average open rates, according to Google Analytics – 38 per cent on average

25+

Partner/Members highlighted through media relations efforts and press releases: AIPIA, CABA, Caledon Controls, Canadian Manufacturers & Exporters, Cooledge Lighting, CSA Group, FUJIFILM Dimatix, GGI International, ICI, IDTechEx, Jones Packaging, Myant & Co., National Research Council of Canada, NovaCentrix, OMSignal, PAC, Raymor Industries/NanoIntegris Technologies, Tangio Printed Electronics, Tekna, Xerox Research Centre Canada

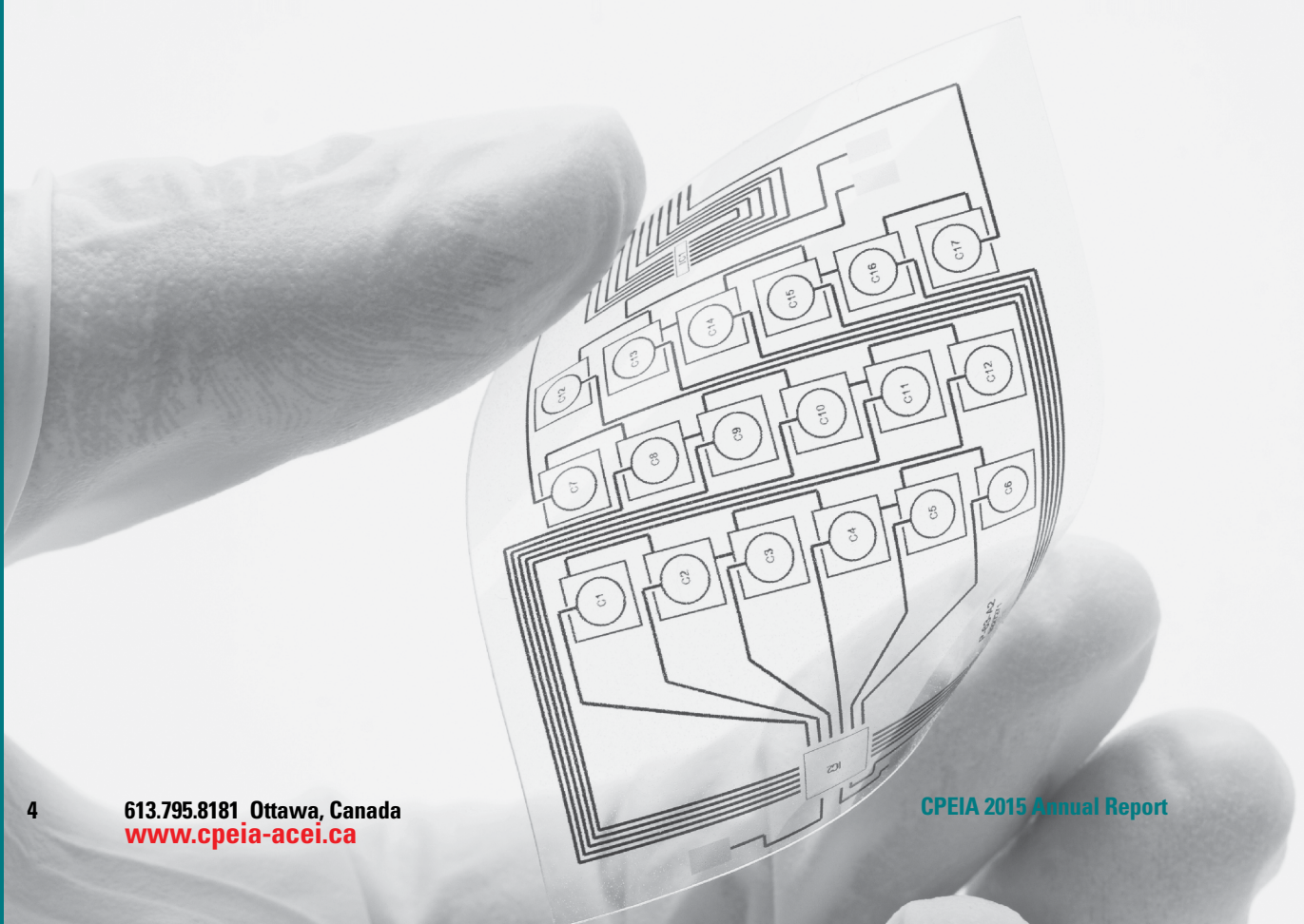
From zero to 70 in 12 months

In the year since the launch of the CPEIA, we have grown to become the catalyst and builder for Canada's printable, flexible and wearable electronics (PE) ecosystem.

While we started out as a printable electronics industry association, over time our membership has grown to include companies that also have technologies, products and services in flexible electronics and wearables, given the inter-related nature of these technologies.

Collectively, this is a fast emerging sector in Canada that must be united, considering that many organizations in different sectors are trying to tackle the same technical development, manufacturing and scale up challenges. In our role, the CPEIA helps to align common interests, so like-minded organizations can work together to build a strong Canadian tech sector.

Over the past year, our program framework has grown to foster industry growth and commercialization to benefit all our Members.



Building the Canadian Ecosystem

In one year, the CPEIA has grown from scratch a Membership that now includes 70 Canadian and international organizations.

These include public and private sector organizations from Canada and abroad that are active in various aspects of research, development, manufacturing and commercialization in six major industry verticals:

- Intelligent Packaging
- Intelligent Buildings
- Aerospace and Defence
- Automotive and Industrial Applications
- Health and Wellness
- Intelligent Documents
- Consumer Electronics and Wearables

We also established four **strategic partnerships** to access end user markets:


- Canadian Manufacturers & Exporters – 10,000+ members in Canada
- Continental Automated Buildings Association (CABA) – 450 members in North America
- PAC, Packaging Consortium – 2,200 members in North America
- Active & Intelligent Packaging Industry Association (AIPIA) – 650 members globally

A strong base for leadership and governance

During the first AGM of the CPEIA, held April 21 as part of CPES2015, the association's first Board of Directors was elected. The Board includes:

- **Paul Smith**, Vice President, Xerox Research Centre of Canada (Chair)
- **Peter Kallai**, President and CEO, CPEIA
- **Dr. Michael Tischler**, Chief Technology Officer, Cooledge Lighting
- **Robin Jeffries**, President, Tangio Printed Electronics





The CPEIA also benefits from the input of an advisory board that was appointed during the AGM. It includes:

- **Thomas Ducellier**, Executive Director, PE Flagship Program, National Research Council of Canada
- **André Dion**, Director General, Printability and Graphic Communications Institute (ICI)
- **Professor Mario Leclerc**, Professor of Chemistry, Université Laval

Taken together, the two boards represent a cross section of Canada's PE ecosystem, in terms of organization size and type, to ensure the CPEIA is on a firm course.

Business Networking and Introductions

Our goal is to facilitate the growth of our Members. Throughout the year, we have made dozens of personal introductions between Member firms, potential customers or potential users, technology providers and other international contacts to support the export interests of our Members.

In addition to such personal introductions, we organized and participated in events ranging in size from 50 to 100 attending organizations, where networking can take place organically.

Such introductions often lead to the development of new relationships and business opportunities. This is a core benefit of your CPEIA membership. If you have not asked for introductions for your firm, please do whenever you are looking for qualified partners.

Building our Technical Program and CPES

The CPEIA's Technical Program provides our Members with exclusive access to the resources and expertise critical to developing and bringing to market new products and applications enabled with PE. It is the technical foundation that supports our vertical applications/market-focused programs, such as IntelliPACK and IntelliBUILD.

Through the Technical Program, Members can learn about the processes, materials and technical standards crucial to new product development and incorporating discreet components with conventional electronics for new hybrid solutions.

The centrepiece of the Technical Program is CPES, Canada's annual Printable, Flexible and Wearable Symposium.



Earlier this year, CPES2015 was a sold out success, with 130+ attendees from 75 organizations, and 14 corporate and media sponsors. We repositioned what had been a small technical meeting into a truly world-class event.

For CPES2016 (taking place April 19-20 at Sheridan College in Toronto), we expect over 200 attendees and 100 organizations.

Through 2016, the Technical Program will feature:

- CPES2016
- 10 monthly webinars
- Technical workshops
- Our growing online Knowledge Base of articles, white papers, technical resources and past webinars
- A range of services to help our Members tap into the R&D, testing, certification, funding and partnership resources they need to bring PE-enabled products and applications to market

[Learn more about our Technical Program.](#)

Application Programs to support industry growth, commercialization

We also launched our first two vertically focused business networks, which include workshops, webinars, white papers, HR development, leadership councils and focused networking efforts.

They are:

- **IntelliBUILD** for intelligent buildings and homes (with CABA as supporting partner). At present, two whitepapers are under development with CABA, to explore PE applications for homes and commercial buildings.
- **IntelliPACK** for intelligent packaging (jointly with PAC, and with AIPIA as supporting partner). A joint PE workshop took place in October at XRCC in Mississauga with PAC. A white paper is being developed from that event. Also, watch for an announcement in the New Year for the joint IntelliPACK Leadership Council.

Lastly, we created **OPE-Careers.com**. This is the CPEIA's specialized networking portal that can help you attract the talent you need to engage in research, development and commercialization. What truly distinguishes OPE-Careers.com from generic job sites is its industry focus.



Driving visibility for our Members and Canada

Beyond personalized business referrals and introductions, our team was also active on the marketing and communications front. Our goal was to raise the profile of the emerging market opportunities in PE in our target market verticals, and to help our Members grow their brand recognition in the marketplace.

Our efforts in this regard included:

- 20+ Press releases and Membership announcements
- 45+ pieces of media coverage, with 16+ Canadian and international industry and business publications, reaching hundreds of thousands of decision makers in priority market verticals across North America and abroad:
+Plastic Electronics, 20/20 Magazine, Canadian Electronics, Canadian Manufacturing, Electronic Products & Technology, FlexoGlobal, Graphic Arts Magazine, Graphic Monthly Canada, IT World Canada, Packaging World, PLANT, Plastics News, PrintCAN, Printed Electronics Now, Printed Electronics World and the various newsletters of our association partners.
- 20 industry groups engaged through LinkedIn
- 25+ Partner/Members highlighted through media relations efforts and press releases: AIPIA, CABA, Caledon Controls, Canadian Manufacturers & Exporters, Cooledge Lighting, CSA Group, FUJIFILM Dimatix, GGI International, ICI, IDTechEx, Jones Packaging, Myant & Co., National Research Council of Canada, NovaCentrix, OMSignal, PAC, Raymor Industries/ NanoIntegris Technologies, Tangio Printed Electronics, Tekna, Xerox Research Centre Canada
- 10 issues of the CPEIA's monthly newsletter published, covering Member news and industry trends in Canada, with higher-than-industry-average open rates, according to Google Analytics – 38 per cent on average



Financial results

The CPEIA had a financial loss for the 16-month period from its start in September 2014 to Dec. 31, 2015. This was due to a lack of proper funding for its start-up year and low introductory membership rates.

However, we were able to lever every dollar we received from our Members to secure a dollar or more in services and valued-added benefits for the association. This is reflected in the media coverage and industry exposure secured for CPEIA, CPES and our Members, through partnerships, such as with Electronic Products & Technology magazine to create a video for CPES2015, and by securing contract work to help fund the association. To date, the CPEIA has leveraged about \$125,000 worth of such benefits to compliment funds obtained through Member fees and conference attendance fees.

Detailed financial statements will be presented after completing the fiscal and calendar year to the CPEIA Board of Directors, and then to our Members, at the AGM on April 19, 2016. The changes in the membership fees (described below) will allow the CPEIA to break-even going forward on its operating expenses. We need to find ways to backfill the loss for Year 1, which will be carried forward until erased by a revenue surplus (surplus beyond regular operating expenses).

To this end, we at the CPEIA are working very hard to erase the first-year financial loss, by providing additional services to our Members and by building our membership base. In 2015, we delivered on two such services projects. We have also enlisted the CPEIA Board to help us with recruiting new Members. Meanwhile, the CPEIA team is transitioning existing Members to the new membership fee structure in a manner that minimizes the risk of losing existing Members due to poor communication.

As per previous statements made to our Members, we have met or exceeded all operational, membership and non-financial goals set for this period, despite these financial challenges.



New Membership fee structure

The CPEIA Board of Directors put in place during the fall a new annual membership fee schedule and a new fee structure to ensure the CPEIA's long-term financial stability. [The new fees can be seen on our website.](#)

Two changes were implemented:

1. Larger organizations were called upon to shoulder a greater share of our costs. For industrial members, fees are now based on their number of global employees. In most cases, our fees are still lower than those of other comparable technology associations.
2. We are also shifted to a calendar year-based membership, so CPEIA knows the \$\$ available for the year to scale its operations without running a deficit. Please review our [Frequently Asked Questions to learn more.](#)

To this end, Peter Kallai, President & CEO, has been in touch will all Members to discuss the need for such changes, due to the introductory membership fee levels in the first year that were insufficient to cover the operating costs of the CPEIA.

The support from our Members for these changes has so far been great. They understand there is a cost to developing this emerging sector in Canada, and they have been pleased with our approach to building access to North American markets and customers through our partnerships with PAC, CABA and CME.

While developing these markets may take some time, they agree that a cost-shared approach through the CPEIA, to lever our association partnerships, can be more economical, efficient and effective than going it alone.



What to expect in 2016

Through 2016, we will continue to unite key Canadian and international players in industry, academia and government, with programs and services that will facilitate access to the partners, end users, industry standards, capital and export opportunities that Canadian organizations need to succeed in this global growth industry.

Our goals for 2016 include, but are not limited to:

1. Delivering a full year of our Technical Program for 2016, including 10 webinars, CPES2016 and other technical workshops.
2. Launching the IntelliPACK Leadership Council and then delivering on this program jointly with PAC, to accelerate the adoption of our innovations in the packing sector in North America. This will include events, education and information products.
3. Continuing to build opportunities for intelliBUILD in intelligent buildings and connected homes. We will also examine the possibility of developing a Leadership Council for this area.
4. Introducing a hands-on training program for industry for those wanting to get involved in PE technologies.
5. Helping build a university-based R&D network that is focused on industry R&D, applications and collaborations with industry.
6. Continuing to deliver on our global visibility program through articles, press releases, media sponsorship of Canadian events and success stories that highlight the continued growth of the Canadian ecosystem.
7. Opening up a new vertical market in the healthcare arena and positioning the CPEIA and our Members in that market as new solution providers.
8. Building our membership base to 120 organizations by 2017, to ensure the financial stability of this not-for-profit association.
9. Establishing stronger links with the international printable, flexible and wearable electronics associations in a variety of countries, including the U.S., Finland, South Korea and France, where we believe there may be opportunities for our Members.
10. Expanding our board of directors, advisory board and committees to serve our Members with more contacts and opportunities. Also, provide opportunities for the next generation of industry leaders to get involved on these boards.
11. Strengthen our internal back office operations and admin systems, such as our membership database, invoicing system and mailing list system.



Your feedback is very much appreciated!

If you have any feedback on this plan for 2016, please do not hesitate to get in touch with Peter Kallai, President & CEO, at pkallai@cpeia-acei.ca.





