



EDS 2009

The annual Electronic Distribution show took place once again in May at Paris, Las Vegas. This year, there was a noticeable reduction of show floor traffic as well as the obvious numerous vacancies in booth real estate versus **EDS 2008**. The general consensus for this was attributed to the state of the current economic climate in our industry.

Edac once again had a booth at the show, as it has for the last eighteen years. Commenting on the event Edac's President and CEO, Adrian Robinson, said: ***"The event was a great opportunity for Edac to meet our valued business partners. Our business meetings and discussions generated many positive opportunities and constructive action items"***.

"I can attribute this to Edac's significant evolution in producing a diversity of try/tested quality products and keeping with our methodology in regards to people, products, processes, structures and systems".

A range of new products were introduced to our Distributors, including our new 634- Slim VGA, the 690- Right Angle Vertical USB, a Mini Quad RJ45 and Edac's new Mini IDC wire to board connectors for I/O applications suitable for LED sign applications among others. The show also served as the official launch of Edac's new and improved web site at www.edac.net which featured distributor stock check capabilities, 3D models, custom configuration capabilities and a host of other new enhancements.

It was interesting to hear some of the comments from our business partners on doing business in these challenging times; ***"Our inventory is still growing and we have no plan to scale back"***, ***"We feel that the down market is near bottom and we are cautiously optimistic for growth in the second half of year 2009"***, ***"We are investing in hiring new employees"***, etc...

Overall, the Edac team came out of the **EDS 2009** event with positive feedback and a great opportunity to share some valuable marketing strategies and outlook leading up to EDS 2010.

