

ERA Management Conference

Global Principals and Suppliers:
Addressing Cultural Differences and Diversity



Session Description

As a North American based Manufacturers' Representative or distributor, do you find yourself increasingly selling products from international manufacturers? As an internationally based manufacturer have you noticed that supplying to the North American market may be vastly different than within your domestic market?

The world continues to get flatter, so if you answered yes to either of the questions above, then you have no doubt experienced the intersection of a diversity of cultures and customs; which profoundly influence how people think, communicate and behave globally. Within this diversity are found challenges and opportunities alike. And, if you did not answer affirmatively, you likely soon will.

This breakout session will **explore areas of cultural difference;** foster an **interactive discussion of both the inherent challenges and opportunities;** and **provide insights from a panel of experienced industry veterans** who thrive within this environment on a daily basis.

Attendees will gain a new appreciation for the nuances of cultural diversity; undoubtedly take away tips and tools to better navigate the breadth of variety found within the global market; and maybe even recognize some past "oops".



Agenda

- Explore Areas of Cultural Difference
- Interactive Discussion ... Challenges & Opportunities
- Insights from ... Industry Veterans



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- **Insights from ... Industry Veterans**
 - Introduction of Panelists
- **Interactive Discussion ... Challenges & Opportunities**
 - Ground Rules
 - Expectations
- **Explore Areas of Cultural Difference**
 - Topic Background
 - Panel Discussion (Q & A)



Our Panelists

- **Ken Bellero**

- President - Schaffner EMC, Inc.



- **Tom Wichert**

- Vice President of Sales – TDK-Lambda Americas



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Ground Rules

- Interactive Panel Discussion
- Avoid Politics or any Political Commentary
 - (vis a vis immigration, etc.)
- Avoid Stereotypes
- Extend Courtesy / Understanding
- Interactive Panel Discussion



Interaction - Expectations

- Group Demographics – Show of Hands
 - By Function – Rep / Distributor / Manufacturer
 - By Geographic Location – NAFTA / EMEA / APAC
- What Are Your Expectations of the Session?
- What Would You Like to Take Away from the Session?



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Culture

Dictionary.com



Attitudes, customs, beliefs which distinguishes one group of people from another



Transmitted through language, material objects, ritual, institution, and art, from one generation to the next

Merriam-Webster

The beliefs, customs, arts, etc. of a particular society, group, place or time



Background Perspective

My Company Line Card

- **When I Started as a Representative (1981)**
 - No Asian Suppliers on Our Line Card / 2 Suppliers with European Ties
 - Distribution Did Not Share Shelf Space – Semiconductors
- **@ Formation of Fusion Sourcing Group (2004)**
 - 85% Domestic (North American)
 - 6% European
 - 9% Asian
- **Today (2018)**
 - 55% Domestic (North American)
 - 15% European
 - 30% Asian

