



ELECTRONICS REPRESENTATIVES ASSOCIATION

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### **ERA to Host an Inaugural Mexico Chapter Opening Discussion on Feb. 21, 2018**

The Electronics Representatives Association (ERA) announced that it will host an inaugural event on Feb. 21, 2018, at the World Trade Center Guadalajara, Jalisco, Mexico, from 5 – 8 p.m., to showcase its many membership benefits to manufacturers' reps, distributors and manufacturers.

The meeting will feature a brief presentation of ERA and will assess the industry's interest in opening an ERA chapter in Guadalajara to provide support to all of Mexico. The Mexico Chapter would be responsible for appointing directors who will elect officers to run the chapter following the chapter bylaws established by ERA National.

ERA is the largest electronic components representatives trade association in the world. Many existing ERA members already support the greater Mexico market through their membership in the U.S.

ERA CEO Walter E. Tobin shares his thoughts on the upcoming event, "We are excited to have the opportunity to present ERA's value proposition to the manufacturers' reps, distributors and manufacturers in Mexico. The formation of a Mexico Chapter will strengthen ERA, further its progress in chapter activity, and offer countless benefits and support to the greater Mexico marketplace."

#### **About ERA**

The 83-year-old Electronics Representatives Association (ERA) is the international trade organization for professional field sales companies in the global electronics industries, manufacturers who go to market through representative firms and global distributors. It is the mission of ERA to support the professional field sales function through programs and activities that educate, inform and advocate for manufacturers' representatives, the principals they represent and the distributors who are reps' partners in local territories. ERA member representative firms (often called "reps") provide field sales services on an exclusive basis to manufacturers of related (but non-competing) products in a defined territory. For more information about ERA, visit [era.org](http://era.org).

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