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March '09

## “UK – Electronic Components Industry Dinner”

Dear **afdec** Members and Dinner Guests,

On behalf of **afdec** it's my pleasure to write to you with details of the next “UK – Electronic Components Industry Dinner”, which will be held on **Tuesday 16<sup>th</sup> June 2009**, at The Millennium Copthorne Hotel, Fulham, London.

The feedback from previous events confirms that these dinners are a great opportunity to meet up with your peers, colleagues, suppliers and friends across the electronic components industry and gain an improved insight into “what's happening in the market”...

Timed to coincide with **National Electronics Week 2009** at Earls Court, which is located only a few minutes walk away, the dinner will include the launch of the “**Electronic Components Supply Network**”, and the presentation of the “**afdec - Marketing Awards 2009**”. The keynote presentation at the dinner will be provided by Steve Nevey from Red Bull Racing.

**Red Bull Racing** has been involved in Formula One for many years as a sponsor of teams and drivers and more recently, as a team owner. Red Bull's total commitment to on-track success and its refreshing approach in the paddock has certainly spiced things up! Steve's presentation will include a review of the Team's history and details of the



technology that goes into producing a competitive race car. He's also promised to share details of what goes on behind the scenes when getting the Team and its entourage around the globe.

I do hope to see you on the 16<sup>th</sup> June and hope you'll also invite your customers, colleagues and friends to join you. Please reserve your seat(s) at the Dinner using the booking form provided with this letter.

Yours sincerely

Adam Fletcher  
Chairman – **afdec**

**afdec** very gratefully acknowledges the sponsorship of this dinner by:



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## “UK – Electronic Components Industry Dinner” - Programme.

18:00 Pre-Dinner Drinks - Cash Bar

19:00 “UK - Electronics Industry Dinner” (Dress Code – Business Casual / Chelsea Strip?)

20:30 “*afdec* – Marketing Awards – 2009 – Award Presentation”

### Award Categories:

- Product Promotional Advertising – Print Format
- Promotion of “Value Added” Services – Electronic or Print Format
- B2B Website Development – Electronic Format

The entries for the *afdec* - Marketing Awards will be displayed for all to view.

21:00 “*Formula One the Red Bull Way...*”

**Steve Nevey**  
Business Development Manager  
Red Bull Technology [www.RedBullTechnology.com](http://www.RedBullTechnology.com)



As Business Development Manager, Steve Nevey is responsible for developing and managing relationships with Red Bull Racing’s technical sponsors and various engineering and IT suppliers.

Steve started his career in the shipbuilding industry as a Ship Designer, working mainly on submarine structures before moving into academia a Senior Teaching Fellow with the University of Warwick, where his responsibilities included teaching Design and Design Management at post-graduate degree level, and delivering consultancy to engineering companies throughout the world, notably in India, Thailand, Singapore and Malaysia. Steve’s previous Formula 1 experience was with the Footwork Arrows team, where for three years he worked as a Design Engineer. Steve joined Red Bull Racing (then Stewart Grand Prix) as IT Manager in 1996, when the team was established. He moved on to become Computer Aided Engineering Manager in 2003 with a responsibility for specifying, procuring, and maintaining the team’s CAE hardware and software infrastructure. Today Steve works with the Team’s sponsors to help them showcase their products and services in an environment that, apart from being exciting and glamorous, is very representative of the real world of product design and manufacture. He is located at Red Bull Racing’s design and manufacturing facility in Milton Keynes, England.

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