

## Sourcing in Asia

For many people, Asia is difficult and alien. Language barriers, cultural differences, time differences and pure distance can all make Westerners feel uncomfortable and vulnerable about doing business in Asia.

All these factors (and more) can combine to make Westerners feel understandably nervous about sourcing complex and important items such as PCBs in Asia.

The sheer size of the region and scale of industrial operations can make it a daunting task for buyers – particularly SMEs – to find and develop relationships with the right manufacturing partners.

The first and most important thing, is to properly prepare. Compile a written ‘Supplier specification’, defining not just the technical specifications of your PCBs, but include the augmented capabilities they will require, including niche specialism’s, management philosophy and proof of track record supplying Western customers with technical and volume requirements similar to your own (see MHA’s supplier specification as an example). Inviting responses to your supplier specification and evaluating these can help you prepare a short-list of potential partners to visit and evaluate.

Research the country or region in which you are potentially going to trade. Spend time doing market research, as you would in any country or area that you are about to begin a new venture. Read up (and listen to others who have been there before), about the cultural and social factors that influence local business decision making.

MHA has worked for many years with a partner in Malaysia, formerly an ex-Ericsson manufacturing facility. With its head office, engineering and final assembly and test facilities in Malaysia, and detail manufacturing plants in China, Taiwan and Cambodia, this offers lowest cost PCBs, PCBA and injection mouldings and or high quality box-build supply chains.

We have separate arrangements with PCB and PCBA manufacturing facilities in Shenzhen/Guangdong area of Southern China. These partnerships enable MHA to offer high quality PCB or PCBA with reliable deliveries on fast time-frames and at globally competitive prices. Moreover, the volumes no longer have to be ‘mass’ or even large to take advantage of these benefits. We can offer all of the above on prototypes, and small batch runs, as well as large or mass production programmes.

**MHA Int-elect is a Trading Division of**

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