



Open for business



Haynes: "We want to be first to bring to our customers new technology ..."

Avnet Memec sets out with a wide portfolio. **Graham Pitcher** reports.

Avnet Memec has officially started business, offering a wide range of technologies to engineers across Europe. According to the company, it can offer products from more than 50 suppliers of semiconductors, displays and software.

The company will start out with 200 employees and annual sales of around €200million, making it one of Europe's largest specialist distributors, with operations in all countries in Western Europe.

Heading the organisation will be Avnet veteran Steve Haynes. He said: "We want to be first to bring to our customers new technology from our sup-

pliers. And we want to be our suppliers' first distributor when it comes to demand creation for them and design in for our customers."

Axel Hartstang, president of Avnet Electronics Marketing EMEA, noted: "Avnet Memec EMEA has a truly entrepreneurial task – to answer to the increasing technology needs of design and manufacturing businesses who have to find differentiation in a very competitive world."

The company will focus on analogue, embedded micros, wired and wireless communication, programmable logic and displays, along with some 'specific technologies'.