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FOR IMMEDIATE RELEASE

**ETA International, in China to Recognize Institute’s Electronic Programs**  
***Global Certifications Promote Quality Partnership***

GREENCASTLE, Ind. – The recent ETA International visit to Suzhou, China focused on the collaborative efforts between ETA and the NIDA Corporation’s electronics educational programs. ETA expressed admiration for China’s academic, workforce development and commercial achievements.

During ETA’s visit, Kimberlie Hudson, ETA International Director of Communications and Development, served as a keynote speaker at the April Suzhou Industrial Park “Engineering Toward Skills Excellence” conference, organized by Bilectual Enterprises and Suzhou Industrial Park Institute of Vocational Technology (SIPIVT). Business executives, academic leaders, government officials and students attended the two-day conference, where ETA’s presence built trust and credibility in the growing relationship between Bilectual Enterprise, SIPIVT, NIDA and ETA.

In today’s global economy, competition is worldwide, and so are the growing opportunities in the electronics industry. Therefore, ETA has taken a bold initiative to move our industry to the forefront of workforce development endeavors throughout the world.

“There is a responsibility to our industry, which is well recognized by multinational employers, to globally promote high-quality electronics education and professional development at every level,” stated Kimberlie Hudson.

The investment in skilled workers will result in fewer quality control issues, higher consumer trust, and a profound loyalty to the manufacturer’s products.

Objectives derived from the event were:

- **Pursuing Opportunities for Workforce Development:**  
In recent years, Suzhou’s Industrial Park has grown at a rapid pace, with a diverse range of electronics companies represented; a trend that is expected to continue. Suzhou’s officials recognize that to capitalize on this economic growth there is a need to provide an educational program, which includes skills training and certification. The trip to China reinforced ETA’s interest in cross-national development and its ability to assist with this workforce development initiative. However, to benefit the employer, employee, and our industry in the Chinese economy, it will require corporate recognition and involvement.

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- Strengthening Academic Ties:

Through Bilectual Enterprises, the NIDA electronics training program is taught in five (5) modules: DC, AC, Digital, Analog and Comprehensive. The Institute decided to offer the program initially in English. ETA witnessed testimonials from many of the students regarding the benefits of learning electronics, as well as English, through this hands-on training program.

“I have been working with NIDA for a year. In the course of a year, I have learned a lot of knowledge about electronics. This lays the groundwork for my future. Also, learning NIDA can improve our English,” said Ning Xue, CET.

ETA and SIPVIT would like universities who include ETA certifications within their curriculum to consider expanding their degree programs to students of China.

ETA is committed to establishing a long-term presence in China by working with partners such as NIDA, Bilectual, the government, academia and industry leaders. We hope to meet their challenges to move their populace from entry-manufacturing positions to management and high-tech product development. With ETA fostering excellence in electronics through certification in a global economy we can enhance the competitiveness and sustainability of the electronics industry. As ETA specifically focuses on China, we will help address their challenges to achieve their strategic economic development plans.

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**ETA® International** - Founded in 1978, the Electronics Technicians Association International is a not-for-profit, professional association promoting excellence in electronics technologies through certifications. The association's initiatives are to provide a prominent certification program of competency criteria and testing benchmarks that steers international electronic standards and renowned professional electronics credentials.

The association members consist of over 10,000 members, 692 Subject Matter Experts (SME's) serving on various Industry Advisory Committees and more than 1,000 Exam/Certification Administrators (CA's). ETA aligns with individual professional goals, vocational and educational curriculums, and businesses' resource initiatives through our certification programs, conferences, speaking engagements, and book and journal publications.

**NIDA** – The Nida Corporation began in 1972 and since then has grown to become a world leader in the development, design, and installation of sophisticated electronics training systems. Born of the aerospace industry, Nida initially was challenged to meet the expanding and demanding requirements of military high-technology training. Today, Nida Corporation is the pacesetter for the field of technical training. Nida training systems stand out as the first choice of the United States Army, Navy, Marine Corps, Air Force, and Coast Guard. Nida is dedicated to meet the constantly changing world of advanced electronics training while remembering our roots by providing the very best in fundamental electronics training packages in areas such as Basic Electronics, Basic Circuit Applications, Microprocessors, Telecommunications, Industrial Technology, and Transportation.  
<http://www.nida.com>

**Bilectual Enterprises** – Established in 2002, their corporate philosophy is to nurture talents for the community, provide high-quality e-learning, constantly follow the most advanced teaching methods, and improve the effectiveness of study through hands-on training. Bilectual is an exclusive distributor of NIDA e-training electronic training equipment and programs in China. This most advanced e-learning platform was first introduced within the electronics program at Suzhou Industrial Park Vocational Technical Institute. In addition to offering world-class electronics training, Bilectual extends the benefits for both the student and their future employers by utilizing it as a bilingual language course as well. Bilectual is committed to collaborating closely with ETA to ensure the success of their certification in China and therefore fulfilling ETA's global objective to promote high-quality electronics education and professional development. <http://www.bilectual.com.cn>

**Suzhou Industrial Park Institute of Vocational Technology (SIPVIT)** – IVT established on the initiative of Singapore Prime Minister Goh Chok Tong. IVT fully adopts Singapore Nanyang Polytechnic's experience in vocational training and software management. The institute applies the concept of a "teaching factory", keeps in close touch with SIP enterprises and focuses on advanced technology. It is well received by SIP investors. Its graduates, trained in industrial electronics, modern communications, mechatronics and precision engineering, are even recruited by the investors before graduation.  
<http://www.sipivt.com.cn/>