

I made it to Sweden!

I scheduled a meeting with my favorite distributor in Stockholm, Schneider Electronics. The plan was to review account history and discuss target accounts. We then reviewed the roadmaps of our respective companies. This was followed by product offerings and ideas for new business ventures, and finally some customer visits.

Schneider does a robust business in the area partly due to the fact that they've been a presence in the area for many, many years. They are a diversified company who values service and quality. *Did I mention that they sell the best solder mask in the world?* With the large land mass that Schneider has to cover, they are very efficient in the way they travel and take care of their customers.

The customers we called on were receptive to our visit and had many good things to say about our products and our distributor. I was invited to tour the facilities and was very impressed with the quality of the work being produced. I realized a long time ago that circuit boards look similar to one another regardless of where you are in the world. Technology varies from shop to shop throughout the world which makes each customer visit unique. Manufacturers today are more interested in quality than ever before which I believe is the best way to stay competitive.

The last evening I spent in Stockholm I had a chance to go to the Vasa (or Wasa) museum. The Vasa is a Swedish warship that sank on its maiden voyage, Sunday August 10th, 1628 less than a mile from where it was launched. It was salvaged in 1961 which means it spent more than 300 years lying on the floor of the Stockholm harbor. One of the benefits of my job traveling to Europe is being able to re-learn history.

