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NIC COMPONENTS CORP.

70 Maxess Road • Melville, New York 11747
(516) 396-7500 • Fax (516) 396-7575

COMPANY PRESS NOTICE

ELECTRONIC
BUYERS' NEWS

NIC establishes global solution -- Passives maker embarks on joint venture in Singapore

Bettyann Liotta

Electronic Buyers' News

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Section: Passives

Passives vendor NIC Components Corp. has extended its global reach by establishing a joint-venture operation in Singapore.

The venture **NIC Components Asia** has opened a 7,500-sq.-ft. facility that houses sales and engineering services and a warehouse, and employs eight, said Richard Schuster, president of NIC, Melville, N.Y. The new operation, which opened last month, has sales offices in Malaysia and Hong Kong.

NIC can now offer its major CEM and OEM customers a true global supply-chain management solution for passive components, according to Schuster. "NIC Components Asia will be tied into the NIC Components USA's computer system for complete worldwide inventory visibility and production updates," he said.

The move will also enable NIC to keep track of design wins, Schuster said. NIC can now service a design in North America and follow it to Europe and Asia, he said. In the past, if a customer moved production out of the United States, NIC lost track of the design. "Now, even if production moves offshore, we will still keep the sale," Schuster said.

Melville-based distributor Nu Horizons Electronics Corp., parent of NIC Components, holds a 70% stake in the new joint venture, NIC Components Asia Pte. Ltd. Nippon Industries Company Ltd., Tokyo, owns 15%, and Anthony Ho, the new company's general manager, owns the remaining 15%, according to Schuster.

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NIC has served as the exclusive North American marketing arm for Nippon since 1982.

Ho was formerly owner of Paxcell Singapore Ptd. Ltd., which was NIC's distribution agent in Asia, Schuster explained. Essentially, NIC took over Ho's operation, he said.

Last year, the company established [NIC Eurotech Ltd.](#) as a wholly owned subsidiary to support its European customers.

NIC specializes in passive SMT products, including aluminum electrolytic, tantalum, ceramic, and film capacitors; resistors; thermistors; and inductors via private-label agreements with several Asian passives players that have no sales or marketing capabilities, Schuster said. "We provide them with an international marketing team, our raw-material suppliers, and engineering capabilities," Schuster said.

Surface-mount products account for approximately 70% of NIC's \$60 million in revenue, Schuster said.