



Do you like news and articles like this?

Then, get it from the **ORIGINAL** source ... **PCB UPDATE** ...  
the semi-monthly e-mail newsletter produced by **Circuits Assembly**  
and **PCD&M** and circulated to over 40,000 readers.

**[CLICK HERE TO READ THE ARTICLE YOU REQUESTED](#)**



## Letters

### Mexico vs. China is a Home Run

You've really outdone yourselves this month [*Circuits Assembly*, November 2003]. The relevance, helpfulness and timeliness of the content are really impressive. The issue gives solid, practical and useful intelligence data to your reader base.

Big issues are good. Whoever pushed the article on Mexico vs. China ["Mexico vs. China: The EMS Battle Has Been Waged"] deserves an immediate raise! You can safely hold the November issue up as a model for all staff onboard. If you tackle similar big issues, you just might hit more home runs.

—Greg Hall, *Codestar*

### Improving ROI

I had to write. The November 2003 edition of *Circuits Assembly* had some of the most useful information I have seen in a long time. I think the information was very universal for everyone in the industry, including equipment companies like mine. The China vs. Mexico article was outstanding ["Mexico vs. China: The EMS Battle Has Been Waged"]. It was well written and easy to understand. That kind of information will wake some people up to reality, I hope. My compliments to Bill Coker and Charlie Barnhart.

One of the biggest problems I see on the equipment side is that most customers that are buying capitol equipment are not adequately trained to make informed return on investment (ROI) decisions and solid cost arguments. Obviously neither are the buyers of the outsourced products.

Keep up the excellent work.

—Ken Bliss, *Bliss Industries Inc.*

### Balancing the Mexico Question

I must complement the article from Bill Coker ["Mexico vs. China: The EMS Battle Has Been Waged," November 2003]. Obviously he has some built-in bias for Mexico, but I thought he gave a well-balanced assessment of the Mexico vs. China question. My only suggestion is that the intangible costs—such as communication and language problems— should have been given even more weight. These are difficult to quantify but can involve risks far beyond the few percent of cost that is saved.

The articles from Pamela Gordon ["EMS Insight: Is it Worth the Move?" November 2003] and Susan Mucha ["Bad Fit Customers," November 2003] were also well considered and very helpful.

Thanks for the great work in a difficult industry.

—Glenn Robertson, *Process Sciences*

Send mail and thoughts to Editor, *Circuits Assembly*,  
2018 Powers Ferry Rd., Ste. 600, Atlanta, GA 30339;  
fax: 678-589-8850; email: [lhbastin@upmediagroup.com](mailto:lhbastin@upmediagroup.com).  
Letters must include the writer's name, address and company affiliation and  
may be edited for length and clarity.