

**Electronic System Design Alliance  
2021 – 2023 Governing Council Election**

**Candidate Statement**



**Aart de Geus**

The ESD Alliance serves a set of key roles in our industry:

- a) Be the voice of the Industry.
- b) Protect the Industry against unexpected and dangerous downsides (export control issues, piracy, etc.).
- c) Drive efficiency for our Industry (align on conferences, align on supported platforms, etc.)
- d) Drive value perception of our offerings
- e) Be a central meeting point for communication within our Industry

I have supported all five of these for our industry for many years and hope to continue to do so on the ESD Alliance Governing Council going forward.