

## What is the HDeCC?

The Heavy Duty e-Commerce Committee (HDeCC) is a forum within the MEMA Business Technology Council (BTC) designed to further advance heavy duty e-commerce initiatives.

The purpose of the HDeCC is to advance the heavy duty aftermarket by advocating, educating, and sharing ideas, industry best practices and data standards to drive e-commerce and overall business.

The HDeCC will meet, present and engage in roundtable discussions during many of the industry's key events.

**memma.**  
Aftermarket Suppliers

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**Business Technology Council**

Introducing:

**HDeCC**

**Heavy Duty e-Commerce Committee**

Advancing E-commerce Initiatives  
for the Heavy Duty Aftermarket Industry



# DID YOU KNOW?

- That there is an easier path to efficiently getting product information to your channel partners?
- That product information standards already exist for Heavy Duty e-Commerce?
- That optimized use of product information can help you sell more parts?

## Interested in learning more?

For information about upcoming educational sessions, contact Sara Kaderly at MEMA Aftermarket Suppliers: [skaderly@mema.org](mailto:skaderly@mema.org)

