INDUSTRY PREDICTIONS FOR 2013

What's in store for the electronics industry next year? We've asked the experts what their predictions are for the next twelve months. These industry figure heads summarise their new projects, biggest challenges and key focus areas for 2013

Jon Barrett
Managing Editor
Electronics Sourcing

Without doubt, 2013 is the year that electronic design and purchasing will collide with the two roles, in some applications, merging into one. This trend is being driven by the integration of cloud based design tools and ecommerce facilities, where the design process automatically creates the BOM and fills the shopping cart.

Gary Ramsdale
Managing Director
AEL Crystals

From the experience of 2012, I believe that 2013 is not going to be an easy ride. However, there are some innovative developments rolling out from within the industry. Lower and greener energy options will feature high on the electronics agenda and AEL Crystals are well placed to support this market. In terms of product development in 2013, we are excited about the adoption of MEMS oscillators as a mature product.

Brian Ellison
President
America II Electronics

America II sees optimism from our global customers regarding Q1/Q2 of 2013. We believe there will continue to be industry consolidation in the independent segment and contraction in the franchise channel through the first half of 2013. Industry lead times remain stable across the board and overall market weakness continues to depress demand. Now is the time that financially-healthy and cost-conscious companies like America II will continue to invest and be well positioned for the inevitable upturn.

David Phillips
Managing Director
Binder UK

The uncertainty surrounding the Euro-zone, falling consumption in China, the fragility of the UK economy and the CBI and AFDEC reporting falling order books make setting budgets for 2013 a real challenge. I predict another difficult year resulting in short-term order books with pressure on OEMs to reduce stocks. Component manufacturers with a more diverse customer base are likely to be better placed and at Binder UK we expect new business development projects and product initiatives to yield single digit growth above market performance.

Nicola Kay
Managing Director
CamdenBoss

I think the outlook for the UK and Euro economies will remain fragile. We will see glimmers of hope with niche projects, but high volume work will still be 'punted' across to Asia for the perceived cost savings. As a manufacturer we will have to ensure we can offer distributors products that address new markets in terms of applications and price. We have been seeing a steady increase in the low to medium volume home-grown projects for unique enclosures and E-Mech solutions and hopefully this will enable us to continue our steady growth.

Debbie Rowland
Sales Manager
Charcroft

Customer choice and flexibility will be eroded in 2013 with the number of specialist independent distributors reducing as broadline distributors acquire them to gain the specialist knowledge to address niche, vertical markets. With the exception of a handful of specialist independents such as Charcroft, customers' traditional choice of a broadline, specialist and catalogue or online distributor, will be reduced to a simple choice between broadline or online.