

# European Electronic Design and Manufacturing Investigation

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**An investigation into electronics design and manufacturing in Europe has been launched to help industry executives set profitable strategies.**

Europe is the largest electronics market in the world, but Technology Forecasters Inc (TFI) clients recognised room for improvement in Eastern Europe to serve Europe, Middle East and Africa.

The study will investigate an approach in prompting manufacturing, selling and designing electronics in Europe for EMEA.

The fluctuation of the Euro also prompted the investigation, alongside correlating international competitiveness, grounded flights for shipments and corporate travel from Icelandic volcano.

Growing dissatisfaction about manufacturing Europe-bound products in China was also a consideration that will be discussed in the investigation.

“Being absent from or casual about this region is not an option for electronics companies and their suppliers,” commented Pamela Gordon, TFI President.

“All Founding Clients and those considering becoming Founding Clients will confer on maximising the industry-wide value of this study, yielding strategies to increase revenues and reduce costs in the region.”

## **European Professional Electronic Equipment**

Europe has been shown to also have a 19 percent share of the 1,115 billion euro global production of all electronic equipment, with a value of 217 billion euro in 2009.

Their position is more significant in professional electronic equipment production however, although there are signs this industry has been hit by the recession.

It is expected that the professional electronic equipment should benefit from emerging trends in power electronics, medical electronics and security which have seen a fast growth in demand.

## **Data Centre Cabling**

Analysis by FTM Consulting revealed recently that Data centre cabling is set to be one of the highest growth areas in the electronics industry due to the take-off of the telecommunications sector.

The study showed this industry will even outperform total structured cabling systems of which their predicted growth is 13.1 percent to 2015, compared to data centre cabling predicted to increase by a rate of 18.9 percent.

For more information on electronic design visit: [www.hcal.co.uk](http://www.hcal.co.uk)