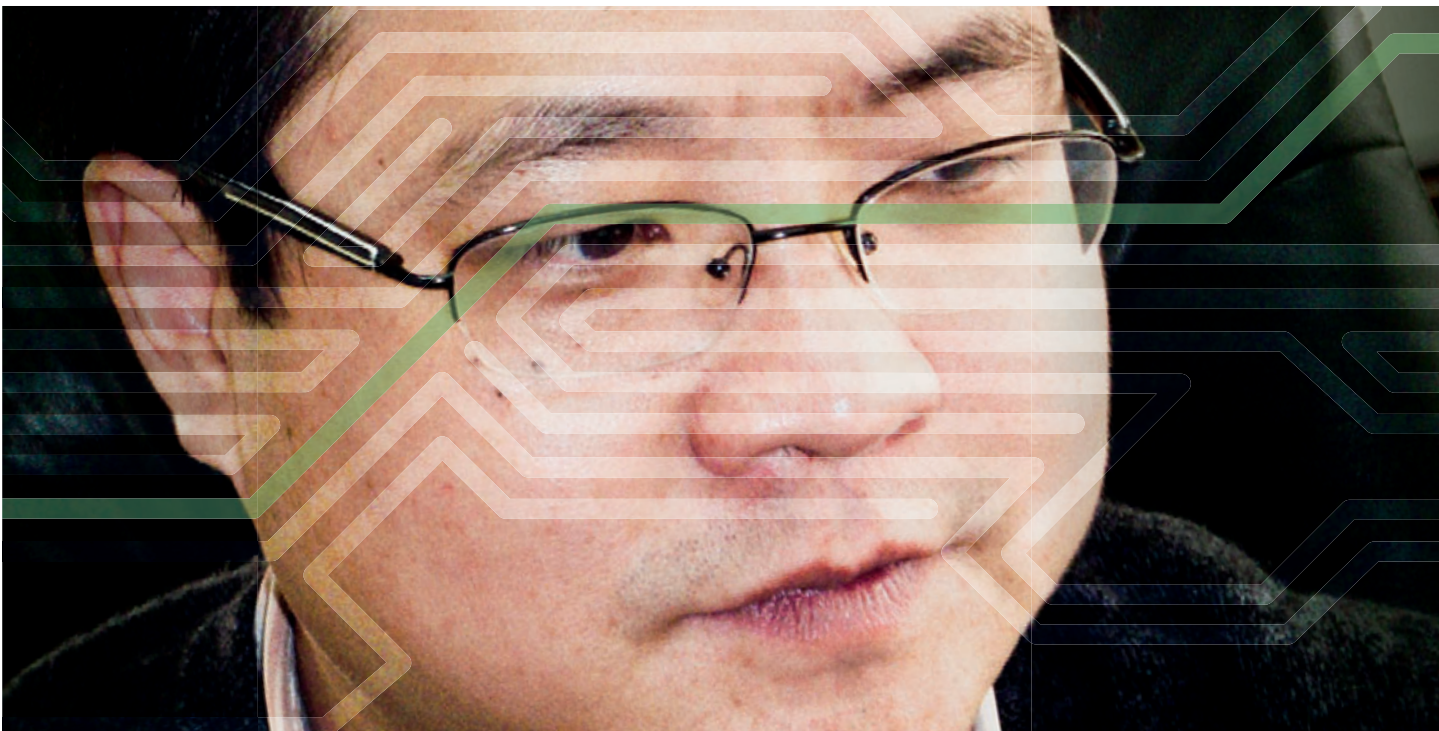


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Strong growth opens the way for more quality development



JACK KEI Managing Director, Factory Management, NCAB Group China.

The entire PCB industry is undergoing a process of recovery, with the NCAB Group at the absolute forefront in terms of growth, having doubled its turnover during the first half of 2010 compared to the corresponding period last year. This brings new possibilities to build further on the company's unique concept.

2009 was year of shrinking volumes that hit both the NCAB Group and the industry in general. This year is seeing a reversal of that trend, with the NCAB Group increasing its turnover by 95% compared to 2009 and 34% compared to 2008. This is far better than the PCB industry overall, with growth taking place

both in the NCAB Group's mature markets in the Nordic region, as well as such markets as the UK and Germany.

NCAB Group's CEO, Hans Ståhl, says that these highly positive figures were achieved thanks to the group continuing to develop its concept during the difficult times and adds: "We have worked very hard on securing quality and delivery capability at our factories in China, which laid the foundations for the success we are now experiencing. We are emerging from the recession in a stronger position and with even better offerings than when we entered it."



INTEREST FROM BIGGER CUSTOMERS

The NCAB Group's concept - extensive concentrated purchasing power in combination with a strong presence in China and careful follow-up of the factories there, as well as local presence on all markets – has proved to be a formula for success even with regard to new markets and bigger customers.

Hans Ståhl estimates that group turnover will exceed €50 million during 2010 and is approaching a level that would also make the NCAB Group attractive to the really big EMS companies, saying that the several successful deals the group has clinched clearly indicate this.

However, he says that what is most significant about the group's growth is that it enables the NCAB Group to further enhance its concept. "Increased volumes lead to increased purchasing power," he says, adding, "This in turn enables us to negotiate faster lead times, a broader product offering and, last but not least, a lower total cost. Above all, it makes funds available that we can use both to develop quality at the factories as well as build up support functions and service."

IT-SYSTEMS FOR BETTER INTEGRATION

The measures the NCAB Group is taking with regard to Factory Management include having members of the staff on the spot at the factories with the specific task of controlling and following up the quality of the NCAB Group's PCBs.

Hans Ståhl says that with regard to support functions, the NCAB Group is looking to develop IT systems, in order to better integrate processes with those of the group's customers, these might for example include forecast systems and EDI solutions. At the other end, NCAB will be able to do the same thing with its factories.

Another very important piece of the puzzle NCAB Group has successfully laid is its strong local presence. Apart from the few central functions, the organisation is spread out at locations close to customers in the respective markets. The growth registered in the UK and Germany is evidence that this is the right road to take. In the latter market, the NCAB Group is anticipating a growth rate of over 400% for the entire year 2010.

"We're now going to introduce the concept both in France and the US," says Hans Ståhl. "It is important that we are able to offer local support to our customers in the markets they operate in. The increased accumulated purchasing power that we've achieved through our expansion strategy enables us to offer an even better deal to all our customers."



THE NCAB GROUP AT ELECTRONICA 2010 IN MUNICH NOVEMBER 9 – 12

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