

AWARD WINNERS

Elektra2010 European Electronics Industry Awards

Distributor of the Year

Mouser Electronics

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Graham Maggs, supplier marketing director EMEA for Mouser Electronics accepts the award from James Cunningham, senior consultant at IC Resources.

Mouser Electronics saw its business in Europe grow faster in 2010 than in Asia Pacific.

"We are incredibly honoured to win this European award – it means we're on the right track," said Mouser president and CEO, Glenn Smith.

"Over the past few years our international sales have developed into around 40% of our business and that

trend will continue as we mold our model, in terms of percentage of sales, toward a more even split between the three global regions," said Smith.

The company has seen over 200% growth in Europe.

"Some challenges remain, however," said Smith. "To meet that criteria we have now expanded our local offices in UK, France, Italy, Germany,

Israel, Shanghai, Singapore, Hong Kong, Thailand and India."

The catalogue and online distributor is in the middle of a drive to increase its business outside the US, which currently stands at around 38%.

"We are challenged by the need to bring a larger linecard to each region. But manufacturers have been unable to supply current customers and

hence not so keen to find more," said Smith.

"But today's market constraints on supply appear to be easing. Once the market frees up, we fully expect that this will change quickly."

The judging panel said: "What was clear from the entries this year was the vital role component distributors continue to play in the success of the industry."

SHORTLISTED COMPANIES IN THIS CATEGORY

Arrow Electronics; Avnet Abacus; Farnell; RS Components

