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February 11, 2020

FOR IMMEDIATE RELEASE

**ECIA Releases Latest “The Channel Channel” Podcast Episode
Featuring Michael Knight, TTI, Inc.**

Atlanta – ECIA’s most recent podcast is a far-reaching discussion between Bill Bradford, ECIA’s President and CEO and Michael Knight, President of the TTI Semiconductor Group and Senior Vice President of TTI, Inc. Corporate Business Development. The two discuss what’s ahead for the electronic components industry with a focus on the opportunities and challenges of the decade ahead.

“Most people think the industry’s going to grow maybe 2.5, to 3.5%. I think it’s going to do better than that. I don’t think it’s going to be obvious in the first half of the year, but it’s going to be very obvious in the second half,” Knight predicted.

There will be headwinds, however. Is the industry ready for the several growth drivers discussed in the podcast? Starting in 2016, the industry saw demand exceed capacity. Some capacity was added, and things cooled down, leading even to erosion in ASPs toward the latter part of 2019. But does that mean there won’t be shortages again? “I don’t think the supply chain is robust enough to allow people to get comfortable as we head into 2020,” Knight concluded.

The most recent podcast is available on the [ECIA podcast page](#).

About ECIA

The Electronic Components Industry Association (ECIA) is made up of the leading electronic component manufacturers, their manufacturer representatives and authorized distributors. ECIA members share a common goal of promoting and improving the business environment for the authorized sale of electronic components. Comprised of a broad array of leaders and professionals representing all phases of the electronics components supply chain, ECIA is where business optimization, product authentication and industry advocacy come together. ECIA members develop industry guidelines and technical standards, as well as generate critical business intelligence. For more information, visit www.ecianow.org or call 678-393-9990.