

In 2nd quarter electric appliances and electronics industry expected grow over 8%

The Office of Industrial Economics found electric appliances production up 15.4 % during January – April 2011 from industrial index compared to the previous year due to the increasing of air condition, electric wire and refrigerator, however the export demand still main factors to rise production even some products such as rice cooker was decrease during first quarter these caused production has to follow export market such as USA, Canada both markets export rice cooker about 40%.

Electronic production during January – April 2011 down 10.75% compared to the previous year. December 2010 HDD production decrease 5 months continuously compared to the same period of previous year, according to some parts and equipments have develop for finished product such as iPad/iPhone its contain microchip or micro-electronic as roller and storage, meanwhile production risk by moving some HDD manufacturing to sub-company which located in other countries such as Malaysia etc. furthermore product development having more capacity such as Solid State Drive (SSD) similar to HDD, its designed Chip/Microelectronic cause more high speed, light weight but also high value.

The export electric appliances during January – April 2011 valued \$7,265.70 M, up 25.67% the major export market such as United State up 36.37% in first quarter, meanwhile new market has increase previous year but decrease in this first quarter, those market as Australia the product such as air conditioner, refrigerator and microwave decrease 8.09%, note that mostly in electric appliances group and down payment is not as popularity. Early 2011 in Australia and New Zealand also had disaster but it good for export value might be increase due to the needs of new electric appliances.

The export electronic during January to April 2011 valued \$10,612.66 M, up a little same period of previous year 5.71%, due to chip and micro assembly was increase 14.92%, major export market such as Hong Kong, United State and Taiwan up 37.74, 20.28 and 68.70% respectively, the export market mostly are electronic and distributor both finished product

and parts to worldwide and always update their product by provided brand new various finished product within the same region.

The import electrical equipment value \$6,090.39 M, mostly from China and ASEAN countries by import from both markets 53%, these was high value, the product such as electric circuit breaker/ protection equipment, magnetic tape, magnetic disc, compact disc and electronic components.

The import electronic valued \$8,795.02 M, 65% from China, ASEAN countries and Japan the ratio from 3 markets there were high value, the product such as integrated circuit and micro assembly, computer components, diode, transistor and semiconductor etc.

In 2nd quarter, 2011 the estimate product export of electric appliances and electronic expected to increase 7.85% same period of previous year by the estimate index electric appliances up 11.29% in 2nd quarter due to the demand of product had increase such as air-conditioner, refrigerator etc, meanwhile the estimate index in electronic expected to increase 4.42% compared to the same period of previous year from IC.

However the alternate of Macro-economic factors also effect to industrial sector such as cost of raw material, increasing of oil price and interest that might effect to production, the economy between major partner such as United State, some countries in EU begin to release their situation, it's clearly to do more export with those countries, moreover import Japan product such as components and parts also has risk condition due to their disaster, the goods undelivered in time, effect delayed to finished product. Several companies have planned to find some other sources this occurs in April 2011, namely the imported value of electric circuit breaker/ protection equipment, TV, VDO and IC camera, has decrease compared to the same period of previous year, those product was the top chart import product from Japan.