

Customised components for SMEs – maconda supports Liberta Partners in the acquisition of a majority stake in AMEC

maconda news March 2024

Munich-based investor Liberta Partners has acquired a majority stake in AMEC, a value-added reseller of electronic components that are precisely tailored to customer requirements. maconda, the consulting firm specialised in niche markets in numerous industries, supported Liberta with a focused, primarily interview-based Commercial Review, analysing AMEC's market prospects, customer and supplier relationships.

AMEC specializes in the development and procurement of microelectronic components for German SMEs. Its customers include numerous manufacturers of branded products (e.g. coffee machines or security technology), suppliers to the plant engineering industry and contract manufacturers of printed circuit boards and electronic devices. In the 20 years since it was founded, the company has built up an extensive supplier network and in-depth design-in expertise. This enables AMEC not only to assess the feasibility of its customers' specifications, but also to propose design improvements and tailor-made solutions.

maconda analysed the purchasing criteria of the customers, the satisfaction of the suppliers, the distribution structure and the competitive positioning based on these factors. To this end, maconda conducted an interview program with customers and suppliers, whereby the interviews with suppliers from China or Taiwan were conducted in Chinese.

The distribution of electronic components is a market with many participants that pursue different distribution models. It was therefore essential to gain a precise understanding of AMEC's unique selling points and competitive advantages. These lie above all in its consulting expertise, which goes far beyond "design-in", but also in its exceptionally high delivery reliability and dependability thanks to its excellent relationships with its suppliers.

As always, the maconda consultants, who are experienced in niche markets, used a very wide range of sources, which were compared, weighted and analysed in combination. Here again, the advantage of maconda's highly analytical, creative approach was evident, as "large" studies cannot in fact reliably depict specific markets (even if they claim to do so). Therefore, the relevant trade magazines and blogs, information from associations such as FBDi as well as annual reports and a wide range of other information on customers, competitors and suppliers were examined. Numerous interviews were conducted with customers, other market participants and other experts in order to compare and, above all, to obtain up-to-date knowledge.

About AMEC

Founded in 2004, AMEC is a leading value-added reseller of electronic components based in Wedemark near Hanover. The company acts as a development and purchasing partner for microelectronic components, particularly for OEMs and EMS companies. The components offer high quality at lower costs. Technically trained sales engineers support over 300 customers, not only at purchasing level but also in development. Through "design-in" solutions, AMEC develops customized variants for customers, checks feasibility and makes its own suggestions regarding form and function.

About Liberta Partners

Liberta Partners was founded in 2016 and is a multi-family holding company based in Munich. The company makes targeted investments in companies in German-speaking countries, particularly in succession situations and corporate spin-offs, with clear operational and strategic development potential. These companies are actively developed as part of the "100% Core & Care" concept and benefit from Liberta Partners' entrepreneurial expertise. The Liberta Partners team consists of 20 employees working in the areas of M&A, Corporate Development and Legal & Administration, supported by an active industry advisory board.

maconda continues to expand its expertise in electronics distribution and the user segments

recently, the maconda team has greatly expanded its expertise in mechanical and plant engineering as well as automation technology and has successfully completed various projects. These include several Commercial Reviews and Commercial Due Diligences, strategy mandates and projects to improve operational performance. The mandates related to a wide range of sectors, often niches, but also "large" markets. These include, for example, artisanal woodworking, specialized packaging machines or other applications within the automotive supply industry, but also resellers of machine components and electronic parts. Since mid-2023, Matthias Mennel-Klingspor is supporting maconda as a partner, particularly for the manufacturing industry and various B2B services.

In-depth industry experience: Automation technology | CNC machining | digital printing | e-mobility | fluid technology | woodworking | refrigeration technology | plastics processing | sensors | control and regulation technology | forming technology | and many more

About maconda

For more than 20 years, maconda has been providing support in the acquisition of companies, performance optimisation and restructuring. With over 800 consulting and implementation projects and more than 450 transaction-related mandates, maconda has extensive experience to offer pragmatic support on challenging projects. Clients include medium-sized companies, business units of large corporations as well as international private equity investors and family offices.

maconda industry expertise: Manufacturing Industry | Future Technologies & Software | B2B Services (incl. Business Process Outsourcing) | B2C Services | Consumer Goods | Food | Retail & eCommerce | Packaging | Healthcare & MedTech

maconda core topics: Transaction services | Business model development | Performance management