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Beyond the Price War: Keiron CEO2CEO Webinar Tackles What's Next for Western EMS

Eindhoven, Netherlands — May 2026 — Keiron Printing Technologies, a global innovator in advanced electronics manufacturing solutions, will host a live executive webinar on May 27, 2026, focused on the changing economics of Western EMS and how leadership teams can respond without relying solely on scale.



Paul Roommans & Dieter G. Weiss

Titled “Winning Beyond Cost — The Future of Western EMS,” this 25-minute CEO2CEO session is designed for senior decision-makers navigating slower growth, increasing price pressure, and ongoing global capacity shifts. At the same time, industry trends such as miniaturisation, advanced packaging, AI-driven electronics, and rising PCB complexity are fundamentally changing manufacturing requirements across the EMS and OEM landscape.

These developments are putting additional pressure on margins—particularly in high-mix, high-complexity, and NPI-driven environments where flexibility, speed, and process control are becoming critical differentiators.

The session will be led by Paul Roimans, founder of Keiron, bringing more than 35 years of C-level experience in PCBA manufacturing and advanced manufacturing technologies, alongside Dieter G. Weiss of in4ma and Data4PCB, known for his long-standing market research across the European and North American EMS, OEM, and PCB sectors.

Rather than focusing on theory, the discussion will center on what is actually working in today's market. Topics will include how pricing pressure and demand shifts are reshaping Western EMS, why high complex/high-mix/any volume production is becoming the new standard, and how manufacturers can improve operational execution without adding unnecessary scale.

The speakers will also discuss the growing impact of miniaturisation and advanced packaging on production strategies, and why traditional manufacturing approaches are increasingly struggling to support next-generation electronics with higher interconnect density and tighter process windows.

In addition, practical approaches to strengthening margins will be covered, including improvements in lead times, work-in-process (WIP), inventory management, and factory responsiveness. The discussion will highlight why speed, flexibility, technology differentiation, and smart automation are becoming essential to remain competitive in Western manufacturing.

The webinar is intended for executives and senior leaders responsible for manufacturing strategy, operational performance, innovation, and long-term competitiveness.

Event Details:

Date: May 27, 2026

Time: 16:00 CET / 10:00 Eastern Time

Format: Live webinar with Q&A

Registration is available here: <https://keirontechnologies.com/ceo2ceo-webinar>.

The session will include a focused presentation followed by an open discussion, giving attendees the opportunity to ask questions and compare perspectives with peers facing similar challenges.

For more information about Keiron's industry revolutionizing technology, visit www.keirontechnologies.com.

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About Keiron Printing Technologies

Keiron Printing Technologies is a global innovator in advanced electronics manufacturing equipment, specializing in fully digital, LIFT-based precision solder paste printing solutions. Designed for modern, high-performance production environments, Keiron's technology enables zero-waste, high-accuracy manufacturing while supporting rapid innovation and sustainable growth.