



press release

FBDi association mourns the loss of its chairman Georg Steinberger

Berlin, 27 January 2025 - On Friday 24 January, Georg Steinberger, the esteemed chairman of [FBDi association](#), died suddenly and unexpectedly of a cardiac arrest at the age of 65. A sad moment for FBDi and the electronics industry. Georg Steinberger leaves a deep void as an expert in the electronics industry, as a specialist in distribution issues and as a journalist in the media landscape.

Georg Steinberger studied German at the Ludwig Maximilian University in Munich from 1982 to 1988, graduating with a Magister Artium in German, politics, history and economics. From 1989 to 1996 he was editor-in-chief of the electronics magazine Markt&Technik, before pursuing a career as Vice President Communications at Avnet Electronics Marketing EMEA from 1988 to 2022. Since 2022, he has been self-employed as a business strategy specialist. He excelled with his deep knowledge of semiconductors, product marketing, electronics, marketing communications, market research and others.

He was particularly passionate about distribution and was instrumental in founding the FBDi association in 2003, of which he has been chairman since. As a thought leader and outstanding authority on the electronics industry, he repeatedly provided important impetus that impressed with knowledge, sparked debate and opened up new horizons. He was also active beyond Germany and the distribution sector, serving as President of IDEA and, at the time, DMASS Ltd.

Georg Steinberger saw it as his mission to support a better (re)world for mankind in an all-electric society and to communicate the role and added value of distribution with all its services and solutions.

His positive vision was a major driving force behind the networking of the distribution sector - a recent example being the alliance with FED and COGD in their call for less red tape. Fierce, opinionated and direct, he was one of the most impressive and inspiring personalities in the industry. His dedication, charisma and sense of humour make him unforgettable.

Georg Steinberger was also highly regarded for his ability to connect people and delve deeply into issues.

“His unexpected death has shocked us all,” says Andreas Falke, Managing Director of the FBDi Association. “Our sincere condolences go out to his loved ones at this difficult time. We will honour his memory and remain in deep mourning.”

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Fachverband der Bauelemente Distribution e.V. (www.fbd.de):

Founded in 2003, FBDi e.V. is an established player in the German association landscape and bundles the interests of its members from the distribution sector, who represent around three quarters of the sales volume of electronic components in Central Europe (DACH). In doing so, it oversees the entire electronics value chain.

In addition to the preparation and further development of data on the Central European distribution market, competence teams on important regulatory topics in the electronics industry (including CE, directives and ordinances) generate a high level of market-related competence. This qualifies the FBDi as a sought-after partner for politics, electronics manufacturers and customers.

Through its membership in the international distribution association IDEA, the FBDi exchanges information with other associations at the European level.

Member companies (as per January 2025):

Regular members: Acal BFi Germany; AL-Elektronik Distribution; Arrow Europe; Avnet EMG EMEA; Beck Elektronische Bauelemente; Blume Elektronik Distribution; Bürklin Elektronik; CODICO; Conrad Electronic; DACOM WEST; Distrelec; Ecomal Europe; Endrich Bauelemente; EVE; Future Electronics Deutschland; Glyn; Gudeco Elektronik; Haug Components Holding; Hy-Line Holding; JIT electronic; Kruse Electronic Components; MB Electronic; MEDI Kabel; Memphis Electronic; Menges Electronic; MEV Elektronik Service; mewa electronic; Mouser Electronics; Multi-Bauelemente-Service mbs; Neumüller Elektronik; pk components; Püplichuisen; RS Components; Rutronik Elektronische Bauelemente; Schukat electronic; SE Electronics; SEMITRON W.Röck; TTI Europe; WDI.

Supporting members: TDK Europe, Recom.

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