FRAMINGHAM, MA -- IDC will reveal its Top 10 predictions for the manufacturing industry for 2013 in a webinar scheduled for Thursday.

The complimentary one-hour broadcast will be held Dec. 6 at 2 pm Eastern and focus on trends the research firm says will impact global technology spending and the use of information technology in key process areas.

IDC will reveal global IT investment trends for 2013 and urgent business initiatives during the session, in addition to its forecasts for the supply chain, demand management, product lifecycle management, operations technology and sustainability. The predictions focus on near-term issues and innovation, as well as longer-term and emerging trends.

As a preview to the full list of predictions, IDC expects the following three trends will make an impact on the manufacturing industry in the coming year:

- **Generational change at the executive level (getting younger) means that investment will be longer term in nature.** 2013 will be a year of foundational investments that create capabilities for competitive advantage for the next five years and beyond.
- **Smart services will take a leading role in manufacturing firms' profitable growth strategies**. Initiatives like connected vehicles in the automotive industry will deliver completely new business models.
- **The third industrial revolution - additive manufacturing technology like 3D printing and advanced robotics - will make their way onto more factory floors.** This investment will set the stage for new levels of productivity gains and the ability to offer highly customized products.

To register, visit: http://bit.ly/MI_Predictions2013_Manufacturing .

Discuss your thoughts on the coming year at Board Talk: theprintedcircuitboard.com