**HONG KONG -- Lenovo** will begin assembling its own computers at its new or expanded factories around the world, including Greensboro, NC, according to published reports and Lenovo itself.

The PC maker has launched or plans to insource production at five sites in China, and single plants in Mexico, India, Brazil, and North Carolina, *DigiTimes* reported today.

The news is consistent with a trend noted by CIRCUITS ASSEMBLY and others by OEMs to rebuild their internal manufacturing capabilities.

Lenovo plans to hike in-house production from about 20% in 2012 to 50% in 2013, DigiTimes reported.

The Greensboro site is expanding to full manufacturing, Mark Stanton, director of global supply chain communications, told CIRCUITS ASSEMBLY, using the same setup as the computer maker's sites in India, China and Mexico. The 240,000 sq. ft. facility, which will continue to provide distribution, warehousing and certain custom configuration services, will now also feature full-line box-build production where motherboards, daughtercards, chassis and related components will be assembled.

Lenovo in the most recent quarter became the world's largest supplier of laptops, and achieved a company record share of 15% of the worldwide desktop PC market. It also ranks number two behind **HP** in global market share for business-use desktops and number one for business-use laptops. The expansion is part of Lenovo's regional strategy whereby computers can be assembled closer to the point of consumption, which Lenovo sees necessary to increase its US market share, where it currently ranks fourth.

"We think the kind of flexibility ans speed the new additional services provide) will be us the capabilities to grow revenue and grow (market) share," Stanton said.

Other sites may come online in Canada and Germany, *DigiTimes* reported. Asked whether Lenovo's plans included those countries, Stanton declined comment.