



# Fastener World's Exhibition Footprints in First Half 2015

## 2015上半年匯達國際展會行銷實績

### Mar. 10-12 Fastener Fair Stuttgart

The biennial Fair in 2015 welcomed 832 exhibitors from 42 countries. Major national exhibitor delegations were from Germany, Italy, UK, Netherlands, Spain, and Turkey of Europe and Taiwan, China, India, South Korea of Asia. The total floor plan this year increased 15% from 16,000 sqm in 2013 to 18,400 sqm, with over 2,000 nine sqm stands in Hall 4, 6, 8, and C2 being used. According to statistics of the organizer, the number of visitors this year increased 4% to 11,060 people (60% were non-German global buyers). One exhibitor said, "I see the efforts made by the organizer to invite professionals from the industry as many as possible. Every time I come to this Fair, I can always meet new customers. The successful business matching between buyers and exhibitors is the biggest gain for exhibitors and the efficacy is more than expected."

### Mar. 25-27 Fastener Fair Russia

For 3<sup>rd</sup> consecutive year since the first edition kicked off in 2012, Fastener Fair Russia 2015 opened at EXPOFORUM Convention and Exhibition Centre. This Fair has its own characteristics and stands as the most professional fastener fair in Russia taking place in St. Petersburg and Moscow by turns. The Fair displays industrial fasteners, construction fasteners, fastener manufacturing technology, processing, packaging equipment, etc. Taiwanese exhibitors of the 2015 edition were Home Soon (for sockets, tools, and bits), Wan luan (for molds and punches), Filrox (for blind rivets and blind nuts), Wei Zai (for nuts and automotive components), and Hua Wei (for cable ties). Our correspondent reported on the first day of the show: "As the organizer predicted in regard to visitor type and level of specialty, every three in five visitors are decision makers and procurers, who make inquiries based on their demands."

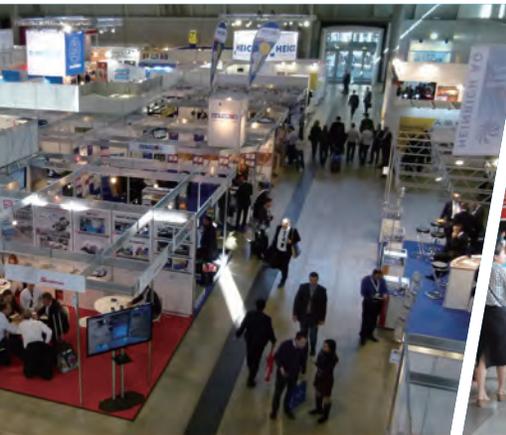
### Apr. 23-24 Fastener Fair India

Fastener Fair India, Mumbai in 2015, benefiting from the successful results of the previous two editions, attracted thousands of visitors and exhibitors in the crowded venue

in the opening day. "The success of the fair this year was more than expected and almost every aisle was crowded with buyers visiting each stand to make their inquiries," Fastener World's representative at the fair reports. The 2015 edition attracted 127 exhibitors supplying finished fasteners, machines, molds, materials, surface treatments and so on from India(64), China(44), Germany(2), Turkey(1), Italy(1), Malaysia(1), and USA(1) on 150 booths in total. Visitors of the fair were all professional buyers and 100% of them were manufacturers, importers, dealers, and distributors from the fastener industry with years of experience in buying products from other countries (e.g., China and Taiwan). Self-drilling screws, anchors, SEMS screws, and fastener manufacturing machines were frequently inquired products in the 2-day fair.

### Jun. 09-10 FastenerTech™ '15

The 5<sup>th</sup> FastenerTech™ '15 was held at Donald E. Stephens Convention Center. Chicago is dubbed the heartland of U.S. industrial fasteners industry, converging numerous benchmark fastener distributors, makers, media, associations, and research institutes in the U.S. A big selling point of this fair is the industrial and technical seminars on production, distribution, and applications of fasteners (nuts, bolts, screws, rivets, rings,



clamps, washers, and nails) arranged by the organizer. FASTENER TECH™ is "The All-Fastener-Industry Event in the Heart-of-the-Fastener Industry." It combines exhibition with training sessions, and it is concurrently held with the surface treatment fair and mold fair (SUR/FIN). To visitors, this is definitely worth a visit. The previous edition (in 2013) attracted 144 local and global exhibitors. This time (in 2015) the fair attracted a total of 170 exhibitors from the U.S., Spain, China, and Taiwan, who witnessed the stable status of the purchase index of U.S. market.

### Jun. 24-26 M-Tech Tokyo

M-Tech is the most symbolic and successful international expo among all the other mechanical components and technology shows in Japan. Exhibits include bearings, fasteners, mechanical springs, metals, plastic

products and technology. Every June M-Tech will always attract local experts in the industry and other professionals from more than 15 countries to look for excellent suppliers and technical solutions. Visitors are experts from the field of design, R&D, manufacturing, product engineering or purchasing. According to the organizer's statistics, the numbers of exhibitors and visitors have grown to 2,200 and 82,000, respectively. According to our agent, requests for Japanese machinery, tooling, or products have increased as a result of Abenomics and returning hot money. Moreover, it motivates Japanese manufacturers to look for overseas business opportunities.

### Jun. 25-27 Fastener Expo Shanghai

As one of the biggest fastener fair in the world, the 6<sup>th</sup> edition of

Fastener Expo Shanghai was held at Shanghai World Expo Exhibition Convention Center this year. According to statistics, the floor area of this edition reached 42 thousand square meters. The three-day fair was divided into an Equipment Hall and a Product Hall, attracting a total of 688 mainstream companies from the fastener industry. Exhibitors from places like Taiwan, South Korea, Haiyen, and Jiashan even teamed together. Onsite visitors from more than 60 countries including U.S.A, Germany, Australia, UK, Japan, South Korea, Thailand, Vietnam, Cambodia, Indonesia, Malaysia, India, and Taiwan swarmed into the venue. The organizer estimated total visitor count at 27 thousand people, including 2 thousand overseas visitors who mainly came to purchase bolts, nuts, screws, washers, non-standard fasteners, electric tools, industrial fasteners, rivets, equipment, tooling, raw materials, and heat treatment technology. ■