

Congrats! Gem International Moves to New Headquarters

by Tanya Shih, Fastener World Inc.

Susana Liow: "Working Environment Upgrade Drives Skyrocketing Service Momentum"

Gem International Co., Ltd moved into its grand new headquarters completed on May 12th 2015. The company was established in 1996, accredited by ISO 9001:2008, and is specialized in exporting fastener machine, screw/nut/rivet sorting machine, conveyor, centrifugal oil cleaner, fastener tooling, screw, nut, and rivet. For the last two decades, the company have continued to fetch international purchase orders for Taiwanese fastener players and recommended the most demand-compliant fastener product from Taiwan to overseas clients. Its cooperative clients come from over 30 countries encompassing Americas, Europe, Asia, Africa, and Oceania. It continues to operate in stable growth.

New HQ Offers Better Working Environment with Better Client Service

The 5-story new headquarters sits near the former address, spanning 238 square meters. It took general manager Susana Liow two years from planning to launch. She believes that employees working in better mood will convey better service energy to clients. She said, "The launch of this new headquarters will not just freshen up the industry but also give cooperative partners direct and the best business environment."

Devoted Professional Exporter with Fully-dedicated Service Attitude in Pre-sale & After-sale

Gem International is dedicated to becoming the most professional exporter. "We stick to candid service attitude both in pre-sale & after-sale, responding to clients' questions within 24 hours. The meaning of service is to reply immediately before the timing expires." That is Miss Liow's famous business motto. Liow thinks that employees in each department should not be restricted to their job range. The company trains employees into multi-expertise talents to provide clients with one-on-one service and to solve every single one of their questions. Liow always introduces products to clients in the most professional and objective perspective. She said, "Client royalty is the greatest recognition to our company! We will be happy if we see clients enjoy their purchase and use our product with a sense of safety."

The Outstanding Business Woman Talks on Industry Development

Susana Liow is a talented woman in the fastener industry who speaks fluent English and Spanish and a little German, Italian and French! Her specialty in machinery trade, in particular, is much related to her former sales position at Chun Zu Machinery. In order to satisfy different



market demands, she has even begun learning Portuguese.

Currently Gem International focuses on markets in the U.S., Europe, and foreign investors in China. Flying across the world for exhibitions, international seminars, and after-sale service, Liow is particularly keen to industry status. She told us, "Everyone knows about the sweet spot of mature markets, but don't overlook the potential of emerging markets. Central and Eastern Europe, Russia, Africa, Central Asia, and the Middle East are coming with optimistic prospect. There is no need to ask for too much but a few critical buyers in every market."

Speaking of industry improvement, "Spontaneous R&D in the machinery & equipment factory is very important. If you continuously improve materials and functions, you will gain clients' orders. Simply put, you have to 'elevate the level of standard machines'. In addition, tools quality and management is fairly important, too." That is the way machinery trading is. Risks may come from equipment quality and clients. Therefore, "Breakthrough in every year to come; Service to every heart's content" are the very two goals for Gem International laser-focused on being the most professional fastener equipment exporter on earth. □

