

Taichung International Exhibition Center

TAIWAN HARDWARE SHOW
2020 台灣五金展

October 13-15

Due to the COVID-19 pandemic, many global hardware trade fairs this year have been postponed to 2021. However, Taiwan's success in combating the coronavirus has made it possible for the Taiwan Hardware Show (THS) 2020 to take place as scheduled during 13-15 October at the Taichung International Exhibition Center, making it the only hardware and hand tools trade show taking place worldwide this year.

The organizer Kaigo and co-organizer, the Taiwan Hand Tool Manufacturers' Association (THTMA), have enjoyed a long-term partnership that continues to increase the event scale and expand business opportunities. Faced by the challenges of COVID-19, both organizations have determined to highlight Taiwan's manufacturing prowess, and have planned strategically in advance to seize future opportunities during the economic recovery. The Organizers are committed to helping businesses rise to the challenges that COVID-19 has presented as well as generating more business opportunities.

Taiwan has dealt with COVID-19 in the best way possible, resulting in the supply chain and manufacturing industries of Taiwan rather unaffected. As such, the event this year is likely to attract more international buyers. During the pandemic, Kaigo has stayed connected with the global hardware industry by contacting international buyers and media via EDM, sharing Taiwan's successful experience of containing the virus while reassuring potential visitors that hardware production continues business as usual. Kaigo has also highlighted the advantages of THS as an optimal one-stop sourcing platform that facilitates new product displays, business negotiations, and factory visits. With Taiwan's top performance in fighting COVID-19, Kaigo is dedicated to providing the safest and best environment possible for exhibitors and international buyers to do business.

Hsin-Te Huang, Chairman of the THTMA, suggested that Taiwan's hand tools industry should "seek business opportunities amid crisis, and leverage the opportunities to set new records." In post COVID-19, businesses prepare for a recovery in the hand tools business, they should also keep an eye on how the U.S.-China trade disputes continue to shape the global supply chain network. Product orders diverted from China, as well as diversifying outsourcing manufacturing risks are all factors that international companies will begin to consider in developing their procurement strategy. As such, the industry has to plan ahead during the pandemic. "An economic crisis is generally followed by waves of new industry growth, and the current global situation has presented Taiwanese businesses a great opportunity to join the trade show and prove themselves as reliable and trust-worthy partners to buyers," said Fang-Wei Hsiao, Coordinator of the Market Development Division at THTMA.

As the global spread of COVID-19 slows down, and nations worldwide start to ease their lockdown restrictions, the global economy is expected to be back on track in the second half of the year. Relatively free from the impact of the coronavirus, industries in Taiwan will be able to respond quickly to pent-up demands of the global market. This October, the top three metal trade fairs in Taiwan will take place. Taipei AMPA, THS, and Taiwan International Fastener Show—will take place in Northern, Central, and Southern Taiwan respectively. Together, the three events are set to demonstrate the capabilities and potential of Taiwan's metal industry to the fullest.

Among those three, THS will kick-off the event series. In response to the stay-at-home economy boosted by the pandemic, the organizer Kaigo has set up five main exhibit areas featuring: Tools & Accessories, Garden & Outdoor Equipment, Locks & Fittings, Building Supplies, and Safety Equipment & Products. Another three exhibit areas are also in place as the industry recovers, including Automotive Supplies & Accessories, Fasteners & Fittings, and Machines & Plant Equipment. The eight exhibit areas in total will join Taiwan's hardware and hand tools businesses in setting another brilliant business record. Kaigo is now also launching event services to meet the needs of all participants during the pandemic. For more information on THS, please visit <http://www.hardwareshow.com.tw>. ■

