

# Fastener World's Exhibiting Footprints in H2 2020

## Moving Forward to E. Europe Amid the Pandemic, Fastener World Exhibited at Fastener Poland 2020

Fastener Poland, the largest international trade fair for fasteners and fixing technology in Central and Eastern Europe, was successfully given on October 14-15 at International Exhibition and Convention Centre EXPO Krakow, attracting the participation of more than 100 exhibitors from Poland, Germany, Czech Rep., Slovakia, Italy, Spain, Switzerland, Turkey, Belgium, Denmark, Great Britain, Netherlands, and Taiwan. The trade fair's exclusive sales rep in Taiwan, Fastener World, was not afraid of the pandemic and went forward to Poland in order to look for local potential buyers and promote high-quality fastener related suppliers to the Central and Eastern European market.

Exhibits of this year included: industrial fasteners and fixings, fastener manufacturing technology, construction fixings, assembly & installation systems, storage/distribution/factory equipment and relevant service.

After the successful event in 2019, which drew the enthusiastic participation of domestic Polish and foreign exhibitors and visitors, the 4th international trade fair for fasteners and fixing technology still attracted a number of exhibitors (though much less than the number recorded in the 2019 event due to the still rampant pandemic in the region) to gain more exposure, draw the attention of buyers, and create more possibilities for commercial collaboration. Main visitors of this trade fair were purchasers and high-ranking managers and directors.

This is also this year's first international trade fair specifically dedicated to fasteners and fixing technology the team of Fastener World went to participate in the Central and Eastern European region. During the two-day event, our staff spent much time exchanging views with local purchasers and manufacturers, not only providing detailed fastener suppliers info to local buyers, but also helping us further understand the recent industrial development in the Central and Eastern European region. More importantly, we brought our latest publications and magazines directly to the hands of local buyers, creating more collaboration opportunities for both suppliers and buyers.



## Taiwan Hardware Show 2020 Closed with a Perfect End - Fastener World Marketing Team Participated to Discover Post-Covid Business Opportunities

The world's only successfully held hardware show this year, Taiwan Hardware Show, came to a perfect end on October 15th. Concurrently taking place with the International Metal Technology Taiwan (iMT) show, it was participated by more than 400 exhibitors booking around 900 standard booths and over 23,000 visitors. Fastener World marketing staff were also present to hand out our latest magazines with many potential buyers coming to our stand to ask for free copies and be the first among other competitors to explore the post-pandemic business opportunities.







Due to the pandemic, most international buyers couldn't fly to Taiwan. However, the business partners and collaborative traders of these international leading brands successfully played a key role as their local purchase reps. In addition, as many companies came back to Taiwan to seek business opportunities, and many machinery and machine tool companies came to participate in this event, the dropping number of international visitors was almost covered, resulting in a still vibrant and busy trade show. As for the online business matching program of the show, over a hundred virtual meetings were held, successfully matching over 55 international buyers from 37 countries during the 3-day event.

Under the witness of Taiwan Vice President William Lai, the show was open. Vice President Lai encouraged companies to get well-prepared for the upcoming post-

pandemic period and demonstrate their ability to turn any crisis into an opportunity. Taiwan has been one of the leading hardware and hand tool manufacturing countries and its R&D, production flexibility and the ability to offer various products in low-volume batches has been also recognized by buyers worldwide. When competitors in other countries are still suffering from factory shutdown or a freeze on orders, Taiwanese companies would naturally become the main collaborative partner of the world.

Several exhibitors also told Fastener World staff onsite that they already felt the gradual economic recovery, as their capacity had been almost fully utilized by orders continuously rushing in. As a result, it is optimistically estimated that by 2021 the global economy may soon recover and they will adopt more active ways to grasp the world's post-pandemic business opportunities.

To take place close to the dates of the Canton Fair, iMT and Taiwan Hardware Show will be both given on October 13-15, 2021, which is expected to create a new wave of business opportunities again.



## SUBCON Thailand 2020

Co-located with INTERMACH 2020 was Subcon Thailand 2020 – The most important subcontracting and business matching event in ASEAN. This year it featured 250 industrial part-makers and suppliers. Buyer's Village was also a popular destination which offered face-to-face meetings with procurement officers from some of the world's leading industrial part-buyers to discuss part requirements and procurement policies. Some of the participating buyers' companies included BMW Group, AutoAllaince, Honda Automobile, Isuzu Motors, Mercedes-Benz Manufacturing, Robert Bosch Automotive Technologies, Siam Kubota Corporation, Thai Samsung Electronics, Voestalpine Railway Systems, and Great Wall Motors.





## Exhibitions

SUBCON's Business Matching Program was an overwhelming success. Despite the social distancing, travel restrictions and economic recovering it did not stop exhibitors and industrial part buyers from around the world from doing business via physical and online business matching for the first time ever. Local buyers and overseas buyers from over a hundred companies and 11 countries were featured and business matching resulted in 1,277 matching pairs which generated more than 3.8 billion THB in business transactions.

INTERMACH and SUBCON Thailand 2020 were a big hit and successfully delivered business opportunity, linkage and collaboration among exhibitors, buyers, and entrepreneurs. Top sales leads were made, and lucrative business contacts were established with quality trade visitors and buyers. The next edition will be held on Wednesday 12th – Saturday 15th May 2021 at BITEC, Bangkok.



## International Fastener Show China was Held at SWECC, Creating Post-Pandemic Opportunities for Industries

Witnessed by several well-known leaders from Chinese fastener industry and industry leading fastener associations, one of the grand events of Chinese fastener industry – International Fastener Show China, gave the opening ceremony on November 3rd at Shanghai World Expo Exhibition & Convention Center. This 3-day event utilized the exhibiting floor of up to 40,000 sq. m and attracted the participation of around 600 domestic and overseas exhibitors booking nearly 1,650 standard booths. In addition to domestic Chinese exhibitors, a lot of foreign enterprises from Italy, Germany, Belgium, USA, S. Korea, and Japan were also present as exhibitors. Fastener World Magazine also exhibited at this show to reinforce the promotion for our customers in China shortly after the closure of Fastener Poland last month and offered local purchasers with demands the quickest and most effective way to source what they need.



Two halls were open this year, including Hall #1 for equipment, wire & rods, molds & dies, and consumables and Hall #2 for finished fasteners. Various exhibits being displayed were: fastener equipment, molds & dies, consumables, standard fasteners, fasteners for specific industrial use, stamped parts and CNC machined parts, fastener materials, fastener e-commerce, etc. This event was not only a great platform for domestic and overseas fastener enterprises to learn high-performance technology and establish business communication, but also the best place for purchasers, distributors, traders, end-users, and manufacturers to learn new technology, discover new products, meet face to face, and seek business opportunities.

During the opening ceremony, CMCA Fastener Subdivision Chairman Mr. Xue Kang Sheng said, "We hope this show could be a turning point and bring opportunities to everyone. We all have to keep a close watch on the development of the fastener industry and show the world the change and new demands of the current Chinese fastener industry. In addition, we also have to comprehensively promote the new technology, products, models of the development of the fastener industry and provide a professional and authoritative technology sharing, info exchange, and trade & business platform to every company and industry professional. We also have to continuously keep our faith and determination in such an ever-changing and sophisticated market scenario in making our fastener market better."

Besides the exhibition itself, fastener association reps conference, fastener economic trade and technical session, and thematic fastener technology seminar for discussing challenges the industry is facing and solutions as well as future expectations were arranged as well, in anticipation of helping exhibitors and buyers understand and learn from each other and facilitate a new wave of industrial upgrade. ■

