

# Emerging Markets Continue to Shine Irresistible Charm

## 敲碎金磚魔咒 新興市場仍夯

by Tanya Shih, Fastener World Inc.

In order to welcome the advent of FIFA 2014, Brazil invested record high USD14.9 billion in constructing the new football fields, airports, and infrastructure. After the perfect closure, FIFA 2018 will return to Europe and will be hosted by Russia. Russian Prime Minister Vladimir Putin has declared to break the record achieved by Brazil and plans to invest USD20 billion in hosting the most luxurious FIFA in history.

Following the end of FIFA 2014, country leaders from Brazil, Russia, India, China, and South Africa (or the BRICS) attended a summit in Fortaleza, Brazil. They have made agreements to co-invest in setting up the New Development Bank (NDB) and Contingent Reserve Arrangement (CRA), which are both considered by analysts to refrain from the intervention of World Bank and IMF dominated by USA and its democratic allies in Western Europe created after Washington Consensus and to establish a new system operated by the BRICS.

The ability to raise a large amount of capital in a short time and create the high domestic demand or the active move to seek predominance in emerging economies are some of the signs that developing countries especially the BRICS with rich resources, vast market demand, and enormous money backup are unwilling to be dragged behind by mature markets like Europe, North America, Japan or South Korea.



Statistics show that the volume of fasteners Taiwan shipped to emerging markets represents only a small part of its total fastener export, demonstrating a promising future for Taiwanese companies to develop in these markets. In order to get the first access to these markets, in this magazine distributed only to markets except for Europe, North America, Japan, and South Korea, we invited companies interested in tapping into emerging markets (especially those excellent in fields of nuts, nylon anchors, punches & dies) to introduce their company scale, business operation, product features as well as highlight their competitiveness in prices and quality.

- WEI ZAI INDUSTRY CO., LTD.
- MAXTOOL INDUSTRIAL CO., LTD.
- TENG TSAI PRECISION INDUSTRY CO., LTD.



### Expanding Overseas Business Wei Zai's 3,000+M<sup>2</sup> Plant to Operate in Sep.

Wei Zai Industry Co., Ltd manufactures anchor nuts, cap nuts, various automobile and motorbike parts, and special nuts. 90% of its products

are special parts. It is progressively expanding business overseas and plans to attend 3 international exhibitions in 2015 for more exposure. The company welcomes inquiries from domestic and overseas importers, traders, and assembly plants for cooperation.

### New Plant to Operate in Sep., Boosting Capacity up by 30-40%

Wei Zai established in 1980 is located in Yongkang District of Tainan City. It supplies over 120 million pieces of various nuts annually. In order to cope with the increasing market demand and solicit more overseas orders, it spent nearly 2 years searching for a location to build the new plant. The 3,000+M<sup>2</sup> plant will operate this September and is expected to boost the annual capacity by 30-40% to serve more clients.

### Exhibition for More Brand Awareness

Wei Zai's domestic sales account for 60%, and overseas sales account for 40%. It has nearly 30 long-term domestic clients. Speaking of marketing, sales manager Matt Fang says, "Europe, USA, and Japan are the 3 major markets, and they are no doubt the targets of Wei Zai. Currently the company has regular clients in those markets. With the company's R&D and manufacturing ability in special parts, its sales are not restricted to a particular market. If clients provide drawings, we can satisfy any market demand. Besides the mature markets, the company also targets emerging markets with increasing fastener demand, such as Russia and Turkey."

Mr. Fang, who has just come back from an exhibition held in Indonesia, is optimistic for the annual 8 million units of growth in motorbike production of Indonesia and its steady growth in the automotive market.

Following the foot steps of international car assembly plants is probably a good choice for realizing our sales strategy. Next year Wei Zai plans to attend one exhibition in a mature market and two exhibitions in emerging markets, in order to strengthen its visibility in the mature market and increase exposure in emerging markets.

Wei Zai will focus on the "buildup of brand image" in the exhibitions to help those companies requiring customizing service get acquainted with Wei Zai and its powerful strength in nut manufacturing.

## **SUPERIOR QUALITY FASTENER CO., LTD.**

[sqf@sqf.com.tw](mailto:sqf@sqf.com.tw)

**Featured Products: Weld Nuts, Bushing, Special Screws, Closed Dies Screws**

We are an ISO 9001 & TS 16949 approved fastener supplier.

We specialize in providing high quality fasteners and hardware products. We also cater to customers' orders upon request, to accommodate every customer's unique requirement. All markets are our targets.

Our main products are for the automotive and building industry. Our strength is as follows:

1. We are proficient in skill of cold forming related to the process.
2. High quality raw material for the cold forming parts.
3. Prompt reply to every customers' question & comment.



## **CHING CHAN OPTICAL TECHNOLOGY CO., LTD.**

[sales@ccm3s.com](mailto:sales@ccm3s.com)

**Featured Products: Screw & Bolt Sorting Machine, Nut Sorting Machine, Eddy Current Sorting Machine, Stud Sorting Machine, First Article Inspection Machine, Screw & Nut Roller Sorter, Special Parts Sorting Machine.**

Ching Chan Optical Technology Co Ltd. (CCM) is the biggest professional sorting machine manufacturer in Taiwan, serving the world with branches in Taiwan and Chinese major cities. For global business, agents from different countries offer professional and in-time local services. CCM continues striving for innovation and breakthrough in technology, and is capable of providing not only high efficient sorting machines but also the best quality assurance solutions for customers. Besides all kinds of different size inspections, CCM has also been developing different solutions for surface flaw detecting, such as wheel cracks (head open cracks) inspection system and 360-degree rotation for thread damage checking, which are part of CCM patents.

CCM has successfully sold more than 1,700 sets of sorting machines globally. In many counties, CCM sorting machines have been recognized as the first choice for visual sorting systems.



## **Fastener Punches**

### **Teng Tsai Precision Creates Its Own Match Point**



Teng Tsai Precision Industry Co., Ltd. specializes in production and sale of various punches for screws,

nuts, sleeves, machines, and automotive fasteners as well as thread rolling die plates, gages, and special R punches. President Tsai Teng Tsai was once a technician first recruited in 1971 by Chun Yu, a leading fastener manufacturer in Taiwan, and was later transferred to be the head of the threaded rods division of Chu Zu Machinery (operating independently from Chun Yu) and was responsible for production control and heat treatment.

### **The Contributor Behind Taiwan's Booming Fastener Industry**

Teng Tsai was established in the 1980's. President Tsai said, "Manufacturing processes including forging, casting, grinding, and heat treating of punches are all key factors that will influence the quality of fasteners. Our business initiated when Taiwanese fastener industry began to grow sharply. In the beginning, we had the techniques but lacked the ability to manage and operate the company. However, supported by the programs for business and financial management provided by Junior Chamber International (JCI), the company was back on track 5 years later and started to supply superior punches to several fastener and equipment manufacturers." Punches are definitely one of the contributors that helped achieve the glory of Taiwanese fastener industry.

Teng Tsai's 28,800 sq. feet of factory in Gangshan has over 70 employees for production, quality assurance, production control, and operation. It has even purchased another 43,200 sq. feet of land in Luzhu Industrial Park for future plans.



### Critical Technology for Clients to Create Unbeatable Products

President Tsai believes of "Teng Tsai can only make profit when its clients earn money." Teng Tsai can produce in tungsten carbide, SKH9, SKH55, SKH59, ASP-60, and other series of alloy steels, among which ASP60 has the highest hardness. In addition to sufficient R&D ability, long durability of punches, and stable quality, President Tsai considers, "We have plenty of experience in giving clients complete assessment and suggestions for R&D and use." Flexibility and specialty always become the criteria clients evaluate if they are to place orders.

Catering to any different market demand, Teng Tsai considers itself to be the supporter of traders while traders are deemed as its own department of operation. Through direct/indirect trade or long-term cooperation with local agents, Teng Tsai having clients around the world is able to create the revenue of NT\$0.1 billion every year.

President Tsai added, "Clients from Europe, USA, Japan, or elsewhere all have a common target to find business partners who can offer highly competitive prices. When clients earn money, Teng Tsai can thus make profit." Teng Tsai operates based on a mutual benefit sharing system, which requires employees to "have the job done today or find another job tomorrow" and "do the work well or have no business tomorrow". Such statements are reflections upon "asking what you've done for others before requesting others to do for you."



## BEST-CHOICE TAIWANESE SUPPLIERS

### Molds & Punches

#### CHENG CHANG CARBIDE CO., LTD.

[chengchang@cccarbide.com.tw](mailto:chengchang@cccarbide.com.tw)

Founded in 1988, Cheng Chang dedicates to the field of tungsten carbide contained in molds for screws, nuts, and tapping fasteners. Clients recognize the company for its years of experience and quality. To have improved capacity and efficiency, better equipment, and professional talents, the company adopts the overseas renowned material called tungsten carbide, and this brings about the company's excellent products. In addition to improving its own technical ability, Cheng Chang progressively grows in other fields and develops new products, such as anti-abrasive mechanical parts, tungsten steel tools for electronics, mining tools, tungsten steel round rods, and special spec. products.



#### CHI NING COMPANY LTD.

[sales@chining.tw](mailto:sales@chining.tw)

Situated in the heart of fastener supply in Tainan City, Chi Ning has been the leader in the fastener tooling business for more than 30 years. Chi Ning's continual success is due to strong focus on quality, exceptional customer service, competitive pricing, and on-time delivery. We specialize in tooling for machines of Biing Feng, National, San Shing, Nedschroef, Hyodong, and Lian Shyang. Our carbide tip piercing punch will prolong service life with less downtime for replacement, and extend the life of taps. Our segmented carbide die is among the top in the industry. We guarantee the quality of our tooling. If you are not satisfied with our product, we will refund your payment. What are you waiting for? Send your inquiries now to [sales@chining.tw](mailto:sales@chining.tw)



#### GIAN-YEH INDUSTRIAL CO., LTD. [m2212307@ms27.hinet.net](mailto:m2212307@ms27.hinet.net)

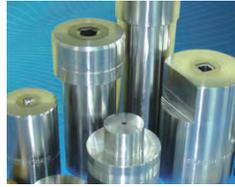
Established in 1989, Gian-Yeh has been devoting to making molds for tapping screws for over 24 years. It has brilliant sales performance in Japan, Germany, USA, EU, et al. In 2005, the company initiated a new plant to increase capacity. The old and new plant have 90 sets of EDMs working twenty four seven with monthly capacity of 500 units.

Molds for tapping screws are highly precise, highly technical, and skill-requiring. They use special steel materials such as tungsten steel and high speed steel, which are hard to machine and have properties of high hardness, anti-abrasion, and anti-dent. To overcome this difficulty, the company combines a large number of processing machines with deliberate and stable workflow to ensure consistent mold quality. The tips of tapping screwdrivers are in various shapes, including all-time favored types and patented types. Gian-Yeh adopts highly efficient 3D, CAD, and CAM system as well as engraving & milling machine to satisfy the demand for customization.



**JIENG BEEING ENTERPRISE CO., LTD.**[jp232810@ms38.hinet.net](mailto:jp232810@ms38.hinet.net)

Jieng Beeing specializes in molds for thread rolling die plates, punches, heading molds, tapping molds, etc. It created the "JP" brand that outruns Taiwanese mold industry. So far it has cooperating partners and 30 years of experience, and it has become a reputable supplier in the fastener mold industry. It offers technical consultation and integrated solutions.



For product quality, the company imports stable materials from Japan, Germany, Sweden, Austria, et al. "JP" products are distributed to 25 countries. The Taiwanese headquarters is combined with 3 overseas plants in Guangdong, Zhejiang and Vietnam Binh Duong for considerable manufacturing scale. Jieng Beeing has obtained pan-Asian supplier qualification for Swiss CONTI tri-lobular thread and REFORM molds.

**LU-YI DIE WORKS CO., LTD.**[n7350717@ms77.hinet.net](mailto:n7350717@ms77.hinet.net)

Lu-Yi is founded in 1988 and specializes in making and developing tapping screw machines and tapping molds. It offers both standard and customized products, along with technique, usage, and purchase consultation. It supplies to Taiwan, Japan, USA, Europe, Korea, China, Australia, India and is actively expanding operations in other global markets.



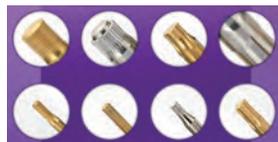
In order to meet market demand and create competitiveness, the company regularly and irregularly purchases equipment for production and quality inspection, integrating with CAD/CAM software. In this way it improves production technology and R&D level. Lu-Yi is the leading manufacturer for superior tapping molds!

**UNISTRONG INDUSTRIAL CO., LTD.**[sales@unistrong.com.tw](mailto:sales@unistrong.com.tw)

Unistrong has auto parts engineers and technical personnel to offer a series of service and products such as punched auto parts, mold design, production workflow, QC, technical solutions, and whole-plant equipment. The Taiwanese headquarters integrates with Shanghai office and Haiyan plant (Zhejiang) to offer the global market premium service and more competitive price. In addition to technical experience and design ability, the company has professional engineers providing inspection, repair, and after-sale service. Unistrong is trusted by clients for its 15+ years of production and sales experience.

**SHENG LONG ENTERPRISE CO., LTD.**[shl.a699@msa.hinet.net](mailto:shl.a699@msa.hinet.net)

Sheng Long has been manufacturing punches for nearly 25 years. It is most acclaimed by clients for its innovative techniques and methods to develop special shape punches. Most special shape punches in Taiwan are created by Sheng Long. As the fastener industry grows mature, clients tend to have sophisticated demand in quality and accordingly Taiwanese punch material will start to evolve. Sheng Long discovered this trend and developed durable punches in special steel materials and tungsten steel, successfully retaining its competitiveness in the fastener market. Now, the company continues to develop special shape product and make high quality and customized punches.

**Equipment & Products****SPECIAL RIVETS CORP.**[srcrivet@ms12.hinet.net](mailto:srcrivet@ms12.hinet.net)**Featured Product: High Strength Structural Blind Rivets**

- ☆ Offer a wider grip range than standard grip blind rivets to assist users in inventory reduction and eliminate operational error.
- ☆ High shear and tensile strength provide strong and vibration resistant joints.
- ☆ Ideal for filling oversized or irregular facing holes, providing increased strength and vibration resistance.
- ☆ Available in Aluminum, Steel, and Stainless Steel materials.
- ☆ ISO certified.

**JET FAST COMPANY LIMITED**[jetfast@ms34.hinet.net](mailto:jetfast@ms34.hinet.net)**Featured Product: Rubber Nut-Insert, Metal Rivet Nut, Nylon Nut-Insert**

Founded in 1979 in southern Taiwan, Jet Fast is a professional manufacturer in blind fasteners with ISO/TS16949 certificate. The line encompasses more than 500 items in different sizes & materials. We offer the high quality Rubber Nut-Insert, Metal Rivet Nut and Nylon Nut-Insert with speedy service to facilitate the customer's requirement for various applications. Our products are mainly used on automotive, industry and DIY market for architecture in Europe and North America with a great worldwide reputation. The dimension can be customized according to customers' needs.



## Pioneer in Taiwanese Nylon Anchors Maxtool Industrial Co., Ltd.

Maxtool is the leading maker of Nylon anchors in Taiwan. It exports as many as 5 containers of products monthly, and its sale reaches around the globe. The sale in mature markets like the U.S. and Europe accounts for 70% of the total sale, while the rest of sale in emerging markets like the Middle East, Latin America, and Africa accounts for 30%.

Maxtool has been a nylon anchor maker since its establishment in 1987. With experience accumulated over the past 3 decades, general manager Charles Su dubbed himself as a pioneer in Taiwanese Nylon anchors. The company is top-notch in quality, scale, technique, and experience. Propelled by the success of its main products, the company expands its production line to manufacturing plastic anchors, composite anchors, metal screws, and hardware. The company is going for in-depth and a broad range of business development.

### Plastic Injection Molding Division Holds Critical Technology

Maxtool has plants in Daya and Da'an districts (both in Taichung), totaling 4,298 m<sup>2</sup>. Both plants have 28 sets of automatic injection equipment, 10 sets of screw forming equipment, and a complete range of manufacturing machines like mills and lathes. To serve and satisfy clients, the company purchased automatic assembling machines to supply assembled anchors to the market. It has quality inspection equipment and instrument such as tensile



strength testers, X-ray coating thickness testers, electro-discharge machines, height gages, and other tools for quality control prior to shipments.



Su says, "The critical factor that holds Maxtool's position in the market is that it has the plastic injection molding division, which means it has competent experience and R&D ability. It shows a self-manufacturing ratio higher than those of other plants, and is very strict in selection of materials." Accordingly, several customers may inquire for customized molds and samples immediately after a visit to the company, which results in more successful deals.

### Maxtool Seeks to Cooperate with Local Agencies or Traders in Emerging Markets

Noticing the fact that business opportunities have been relocated again, Su thinks that new opportunities in emerging markets are enchanting. Currently Maxtool has 30% of its business in emerging markets. Boasting of its high capacity and stable delivery, Maxtool is open to cooperate with local agencies or global traders.

# ANCHOR



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## CHINA PNEUMATIC CORPORATION

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### Featured Products: ZIPP Fastening Tools

The ZIPP GROUP is an allied group of CPC (Taiwan) and CEI (USA), serving customers of various industries in the global marketplace. ZIPP GROUP supplies: assembly line air tools, professional automotive servicing air tools, industrial air tools, construction air tools and precision planetary gear reducers for different industries worldwide.



All of our products are wrapped into one innovative brand that is distributed through well selected agents worldwide and recognized with the trade-mark logo. At ZIPP, we believe that your success is our success, ZIPP GROUP will keep up with the most advanced designs of superior quality products, competitive pricing and well organized sub-contract management to make sure all our products are delivered on time and customers can feel peace in mind when they are supported with our reliable customer service.

The ZIPP GROUP adheres to ISO 9001 standards to assure the quality of all ZIPP branded products and we also provide CE certifications for our European customers. In order to know more about our operation, request detailed product specifications, or customize the right product for your special application, please feel free to contact us for further assistance.

## FLARE SUN MANUFACTURING CORP.

[sales@flaresun.com](mailto:sales@flaresun.com)

### Featured Products: Bits, Nut Setters, Wrench Keys, Bit Holders, Hand Tools



Flare Sun Manufacturing Corp. was founded in 1975. The company conducts manufacturing and sales of hand tools products for more than thirty years. Our main products are bits, nut setters, wrench keys, bit holders, hand tools, etc. We also assist customers in developing new products or provide manufacturing and fill custom orders according to the samples or the designs.

## Mexican Cold Forging Tooling Rep Wanted:

### Qualifications

**Native Mexican and Fluent English Speaker**  
**Experienced in Fastener or Tooling Industries**  
**(References required)**



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