

QUALITY, PRICE, AND CERTIFICATION Are All Very Important !

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採購新興市場

Interview

Robert-Jan Steegman,
Financial Director
of Nestinox



Q: Please briefly introduce the procedure and background of your company establishment?

A: Nestinox was established in 1979 as a distributor of stainless steel fasteners. We are serving customers in our home markets (the Netherlands, Germany and Belgium) as well as the rest of Europe. Nestinox wants to cooperate with their customers as well as its suppliers as equal partners looking for mutual benefits.

Q: From which emerging market and what product do you buy?

A: The production of stainless steel fasteners has spread throughout Asia, starting in Hong Kong, Singapore and Taiwan into China, Indonesia, Malaysia and the Philippines. This is caused by the anti-dumping measures imposed by the European Commission.

The competition in the fastener industry is fierce. I don't think anyone would say such statement is not true unless you have any state of the art technology or product which some other counterparts in the industry do not have or will not have in the following decades. That is why several fastener purchasers worldwide are trying very hard to create their own competitive edge by sourcing from as many emerging markets as possible that can help them achieve the goal of "cost-saving and time-saving." One day you are in, but someday you may be out (I guess no one would like to see the latter result happen). So, in order not to be kicked out from the market, finding a suitable and best approach or "tool" to doing business efficiently and effectively must be of the highest importance for any fastener purchasers.

We are very glad to invite the financial director Robert-Jan Steegman of Nestinox b.v. this time to share his experience of sourcing in emerging markets and say on which point his company would place the highest value while choosing cooperative partners to source products. Let's see what he would like to say.

Q: What characteristics, competitiveness, or advantages of the product do you pay much more attention to?

A: Quality has to be outstanding. Price and packaging are also important.

Q: In purchasing, what will you consider in choosing your suppliers? Do they need to have certain qualification?

A: Our production partners have to be ISO-certified. They must also allow us to inspect their production facility and shipments. Next to that we have to receive strong guarantees that production took place in the country and that no circumvention took place. Suppliers will have to agree in paying damages if EU-authorities point out that circumvention took place.

Q: Have you encountered any problem in purchasing in emerging markets? In addition, why are the emerging markets you purchase from attractive to you? Do you think there is any point that should be improved in the emerging markets?

A: We are impressed by the eagerness of the people in emerging markets. We had some bad experiences with imports from the Philippines. Honesty is the basis of a long term relationships and we have a track record of being a reliable partner for producers in Asia.

Q: Is there any other perspective you would like to share?

A: We think the future of fastener production lies in emerging markets especially in Asia. Producers are therefore more than welcome to introduce themselves to us.

What Do Other Purchasers Do?

Today is an era of the Internet. Many purchasers have gradually abandoned the use of old-fashioned ways (e.g. fax, phone calls...) to place orders and turned to the online B2B platforms or systems to buy what is suited to their need, because it seems to be able to speed up the entire procedure of purchasing and can help find more suppliers in a very short time.

Purchasers can easily source "a long list" of suppliers that are ISO-certified, CE-certified or RoHS compliant from these systems by "ONLY ONE CLICK," which saves your time and prevents you from compromising services provided to customers due to shipment delays or inability to supply a large amount of products to an urgent order.

For example, below are some purchasers using *Fastener World's new B2B website (www.fastener-world.com.tw)* to source fasteners and related products. You may notice some well-known distributors from Europe and USA (e.g. Bossard, Böllhoff, Reyher...) also find this system a good way to finding their own suppliers and keep using it.

Abc Industrial Fasteners & Zenith Industrial Products	India	Taper Plug Screw
Acme Fasteners Pvt Ltd.	India	Special Screw
Bamal Fastener Corporation	Usa	Rfq 1457
Bestbond International Inc.	Taiwan	A-2 Stainless Screw To Export To Europe
Bollhoff Kft.	Hungary	Screw,Nut..
Bolts Unlimited	Canada	5/16-18 And 3/8-16 Serrated Flange Nuts Grade 5
Bossard AG	Switzerland	Bossard Request (No 3378558)
Celebrite Fasteners	Taiwan	Machine For Eye Anchor --- Urgent
Emerald Enterprise	Sri Lanka	Stainless Steel 304 Fasteners
F. Reyher Nchfg. Gmbh & Co. Kg	Germany	Looking For Manufacturers
F.I. Lopez-Forciniti S.A.	Argentina	Machinery For \Stud Bolts\" From 6mm To 16 "
F.Reyher Nchfg. Gmbh & Co.KG	Germany	Din 6912
Fastening Technology Pte Ltd.	Singapore	Niagara Sidewall Left & Right (Nut RFQ) (WT)
Fuji Industries Co., Ltd.	Japan	Bolt & Nut
Genç Civata Makina Yapi Elemanlari San.Tic.Ltd. ti	Turkey	Bolt Nut Screw

Advantages of Suppliers in Emerging Markets

High Quality but at Lower Prices

Nowadays, many suppliers in emerging markets are absolutely able to offer high-quality products at comparatively low prices. When you visited some factories of these suppliers in emerging markets, you can always find their manufacturing machines are imported from Germany, Japan, USA, or Italy, where there are many suppliers producing advanced machines.

Ability of Customisation

On the other hand, through years of development, many suppliers in emerging markets can also customise products as per customer's request (sometimes, the quality can even compete with those made in other advanced countries).

Factories with Low Labor Costs

However, as said by Robert-Jan Steegman, the antidumping and circumvention may be important issues to be concerned about. Although the EU have imposed antidumping measures against certain products from some markets, some manufacturers do still have other international standards compliant factories in different emerging countries with low labor costs, which are not influenced by relevant measures, making them competitive and refrain from the influence of antidumping measures (which is not considered to be avoidance of antidumping tax or circumvention through the third country).

In Conclusion

In order to get any potential case to survive the challenges, most suppliers in emerging markets are eager and quite flexible in satisfying the demand of customers. "You name it, we make it" used to be heard in the industry, which indirectly shows the enhancing ability of suppliers in emerging markets (like China, Taiwan, India, Turkey, Malaysia, and so on).

When purchasing in these markets, purchasers must also pay attention to the ways to cooperating with suppliers, as suppliers in different countries may have distinguished business cultures. Good communication in advance and the use of modern purchasing tools will be the best way to strengthen and facilitate the business cooperation in the long term. ■