



文 / 惠達 施淳真
by Tanya Shih, Fastener World

Fastener Fair Turkey 2016

Show Review

土耳其螺絲展 展後報導

The two-day Fastener Fair Turkey held in Istanbul from March 30th to 31st was a successful event. Turkey is a critical connector

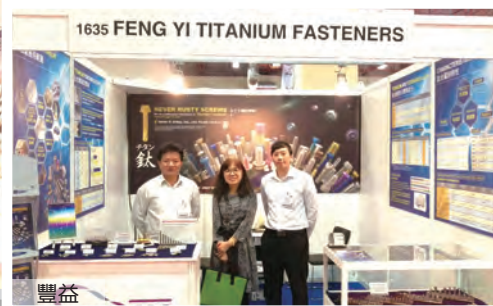
between the developed western Europe and the developing central and eastern Europe. The biennial Fastener Fair Turkey attracted a large number of international fastener and equipment companies to exhibit in the venue, Hall 9 and 10 of Istanbul Expo Centre. Our correspondent was on site and reported, "At first everyone was concerned that the terrorist attack could affect the number of exhibitors, but eventually everyone was over concerned. In addition to local Turkish exhibitors, other exhibitors from Germany, Spain, and even more than 20 exhibitors from Taiwan all exhibited as planned." Moreover, many exhibitors exhibited at large booths with special interior decoration, including Norm Civata, San Yung Electric Heat Machine, Chien Tsai Machinery, and Accuvision. Beside a large number of exhibitors, a large crowd of visitors (most of whom were local) showed up in the first day of the show, just as the organizer had expected. Everyone including the exhibitors and visitors were glad that they attended this show.



匯達



致韋



豐益



保力德



萬淵



鼎錫



聯騰

Among the exhibitors, Kao Wein Precision, Lian Teng Machinery, San Yung Electric Heat Machine, Wan Iuan, My Hand Ind., Canatex Industrial, King Ann Industrial, Chuan Yi Sheng Machinery, Feng Yi Steel, Diing Sen Fasteners, Uni-Protech, and Ko Ying Hardware from Taiwan attended the show together through Fastener World Inc. We interviewed them after the show, and they said many regular clients visited them and that there were many new potential clients to be discovered. Even the Vietnamese ministry of foreign affairs brought to the Taiwan Pavilion a group of visitors who wanted to purchase from specified Taiwanese companies. Taiwanese fasteners are well known for high quality. A company told us it got an inquiry from British buyers.

Istanbul Expo Centre is close to the int'l airport and hotels. The surrounding rapid transit system is well developed and convenient for visitors and exhibitors. After the Turkey show, many exhibitors also went on to exhibit in Wire Düsseldorf or visit Turkish clients. This show is no doubt the best way to tap into the Turkish fastener market.



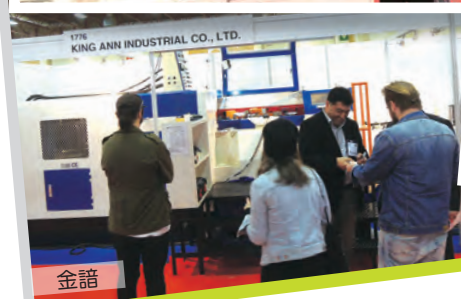
銓益盛



朝璟



義國



金諳



高源



紹光



三永



土耳其伊斯坦堡螺絲展已於3月30日及31日兩天順利展出，土耳其作為連接發達西歐及發展中東歐的關鍵橋梁，兩年一展的土耳其展吸引為數不少的國際扣件暨設備展商蒞臨展出，並使用伊斯坦堡展覽中心9號及10號館，匯達參展人員抵達會場後即表示：「原本擔心受攻擊事件影響展出率，但大家都多慮了，除了土耳其當地展商之外，國際展商有來自德國、西班牙，甚至有近20家台灣參展商，都如期展出。且不乏以大攤位特別裝潢呈現的參展商，有Norm Civata、三永、鍵財、宏楷等。不只展商踴躍，如主辦單位所預估，以當地為主的人潮在第一天即湧現。不管是參展的，還是觀展的，大家都很慶幸自己決定出席這場專業展。」

其中，高源、聯騰、三永、萬淵、慶諺、義國、保力德、金諳、銓益盛、豐益、鼎昇、致韋、柯穎等台灣參展商透過匯達展覽公司組團參展。展後訪問台灣組團區的展商，這些廠商表示，不只很多老客戶到場，也有不少新客戶等待開發，效果很好，甚至還有越南外交部的人員帶領參觀團到台灣館指名要買特定廠商的螺絲呢！台灣螺絲高品質的知名度早已打開，有廠商分享他們收到了英國採購主的詢價。

伊斯坦堡展覽中心鄰近機場及飯店，且捷運系統發達，對於看展或參展皆方便，很多展商於展後接著去德國杜賽道夫線材展參展，或接著去拜訪土耳其客戶，此展確實是打入土耳其螺絲市場的最佳路徑。



柯穎