

# wire



## Free from Economic Constriction New Records Set

德國杜賽道夫線材展  
狠用經濟緊縮 繼續刷新紀錄

by Dean Tseng, Fastener World

The show held across June 20 to 21 this year had 1,057 exhibitors from 51 countries (Italy, Turkey, Spain, Belgium, France, Austria, the Netherlands, Switzerland, UK, Sweden, Poland, Czech Republic, Germany, the U.S., Canada, S. Korea, Taiwan, India, Japan) displaying machines for wire production and processing, wires, and fastening technology on a 53 thousand square meters venue.

The visitors to the Fastener World booth were mostly from India and Turkey, 75% of whom with a management role working in manufacturing companies. Our staff on-site probed and found that machines were the products they needed most, followed by fastener products. **The number of visitors wasn't as high as what it used to be because of border control policies and global economic status, but it is worth noting that valid visitors and successful deals significantly increased, our staff on-site analyzed. Provisitors with industry specialties increased as well.**

Our staff on-site further discovered an **increase in first-time visitors**, a clear sign that the show's products reflected the international market and met industrial expectation. Up to 70% of the visitors said they will come back to the show again in 2024.

Our staff on-site noted the sight of **a wire exhibitor with a fastener manufacturing background displaying fastener products for the first time.**

Wire companies were both innovative and more inclined to energy and resource saving production. For many years, the organizer has been actively supporting these energy-intensive industries to transition to sustainable industries. The organizer put up a series of seminars discussing the transition to green energy, recycle and reuse, sustainability, carbon emission, and steel trade in a time of crisis.

Wire Düsseldorf will open again from April 15 to 19 in 2024 at Convention Center Düsseldorf.



# M-Tech Tokyo 2022

## Opportunities Increased for Japan-Taiwan Collaboration

### 2022東京機械要素展 日本與台灣合作詢問度大增

by Dean Tseng, Fastener World

Like with Osaka and Nagoya, M-Tech Tokyo as a barometer of the Japanese fastener industry attracted twice the number of exhibitors at the time when the Japanese government had loosened up border control. People were flowing back to the venue and visitors as well as exhibitors were in their masks having business talks, following the show's regulations. Our staff on-site found a potential trend and an opportunity in the talks with visitors.

Most of the visitors to the Fastener World booth were key directors and managers, most of whom from the purchasing department. This reveals that **Japan's purchasing demand has been increasing in recent years regardless of the macro-environment.** It involves a cause as well as a concern.

Our staff on-site asked the visitors why they came for the latest publications. Many of them spoke of a bottleneck they had in common — cost pressure. **“Price is hiking so much in Japan that I have to reach out to price-competitive sources of supply. I know Taiwan has quality fasteners so I'm curious about the industry structure of Taiwanese fasteners, and whether there are any Taiwanese fastener suppliers able to collaborate ASAP,”** said one Japanese visitor. The words hint at a large room for Taiwanese fastener industry to develop the Japanese market. Taiwanese business owners need a full-range international sales expansion and marketing to get the Japanese owners to know Taiwanese fasteners.

Previously we reported on Fastener World official website that the Russia-Ukraine war took a toll on the Japanese fastener industry that directly affected cost. It spiked up cost of materials including steel and aluminum, as well as the invisible costs for what the Japanese referred to as “sub-materials”, including surface treatment and packaging, which they would rarely pass on to clients. According to the Japanese press, the last two years already saw some small and medium enterprises close up, and the Japanese government has introduced subsidies for them to rebuild business and pull through.

To the Japanese visitors, Fastener World presented 5 series of publications containing companies intelligence. Some of them told us they actually came straight for our magazines. **We met Japanese vendors with different specialties including construction, ship component trading, special steel manufacturing, automotive fastener production, fastener distribution and manufacture, and they were all asking which companies in Taiwan could supply fasteners.** We have updated this information with related suppliers.

The next M-Tech Tokyo will be back on June 21 to 23, 2023.



# Review of



## 美國底特律螺絲展展後報導

by Gang Hao Chang, Vice Editor-in-Chief of Fastener World

The annually held Fastener Fair USA returned to Detroit with a physical event held on May 17-19 at Huntington Place. Being a professional tradeshow dedicated to the whole fastener supply chain (incl. manufacturers, distributors, equipment fabricators, mechanical & design engineers, processors, purchasers, distributors, OEM, packaging service providers, and end-users), the event this year attracted the attendance of professionals from automotive, aerospace, construction, furniture, electronic appliances, and many other industry sectors to look for the latest fasteners and learn about relevant industrial trends and market development intelligence.

123 exhibitors from various countries came to showcase their industrial fasteners and fixings, construction fixings, assembly and installation systems, fastener manufacturing technology, storage, distribution, factory equipment services (coating/packaging...), information and communication. In addition, several well-known specialists from within the industry were also invited to give thematic sessions on relevant fastener technology, logistics, electroplating, etc. and associations also gave their own activities for further interaction. This tradeshow provided the best opportunity and platform for all participants to meet each other, strengthen collaboration, and deepen multilateral interaction.

The worldly known marketing press dedicated to the fastener and hardware industries, Fastener World Inc., which booked a booth this year, also made the most of this opportunity to conduct deep communication with local buyers, simultaneously share with the world the latest industrial intelligence through our multiple publications (incl. Fastener World, China Fastener World, Hardware & Fastener Components, Emerging Fastener Markets, etc.), and introduce superior suppliers of products, equipment, and relevant service from the world to local potential purchasers. Other Taiwanese exhibitors this year also included BBI and Angelray.

According to the observation of our staff on-site, although the number of visitors to Fastener Fair USA this year was not as many as observed in the last few editions due to reasons like pandemic control measures and travel restrictions, most buyers and visitors coming to Fastener World's booth were from relevant industries and fields. As a result, we could ensure that all printed copies brought to the show were handed out to buyers with significant demand. The high demand for Fastener World publications at the show also revealed our long-term leading position in the global fastener industry and the fact that we were doing whatever we could to create opportunities for our advertisers to gain more exposure at every important international tradeshow.

According to the organizer of Fastener Fair USA, the next edition will be relocated to Music City Center, Nashville, TN on May 16-17, 2023.

