

# New TIFI Chairman - Anchor T.H. Chang

## Taiwanese Fastener Industry Now with a Fresh Look

by Tanya Shih, Fastener World Inc.

Taiwan Industrial Fasteners Institute (TIFI) held the 17th annual member meeting at Grand Hi-Lai Hotel in Kaohsiung (Taiwan) on Dec. 19th and appointed Mr. Anchor T.H. Chang of Anchor Fasteners Industrial Co., Ltd. the new TIFI chairman, backed by wide support. Before taking over this new title, Mr. Anchor T.H. Chang had been working as vice TIFI chairman for 9 years. He was once selected as chief director of TIFI committee for international affairs. With nearly 40 years of experience in the fastener industry, President Chang is not only in charge of global expansion of Anchor Fasteners Group, but also has close interaction with other TIFI fellow members. He is quite familiar with the operation of TIFI, so the result of his being elected the new TIFI chairman is publicly respected and supported.

In response to the expectation of all guests and TIFI members, the newly elected Chairman Anchor T.H. Chang said in his inauguration, "In order to strengthen service provided to members, expand outward interaction, and encourage the participation of members in TIFI activities, he will, first and foremost, reinforce the arrangement of the Board of Directors, and based on regulations of TIFI, he will hire President Huei-Jeng Lin of Chun Yu Works, President Y. Y. Tsai of Jinn Her Enterprise, and President C.H. Chuang of Fong Yien Industrial the Vice Chairmen of TIFI for assisting in the operation of TIFI." In addition, for smooth realization of the industrial upgrade and transition, TIFI will have committees for int'l lawsuits, int'l interaction, int'l public affairs, activity

development, industrial innovation, social service, member recruitment, new era social, and products, to attain full participation of all directors and supervisors as well as work division. The seamless connection with the government and academia broadens a promising future for all TIFI members.



◀ Former TIFI chairman Mr. Joe Chen (left), President Tea Ren Sun of Jau Yeou Industry (middle), newly elected TIFI chairman Mr. Anchor T.H. Chang (right)



## 60 Interview with New TIFI Chairman Anchor T.H. Chang

Taiwan Industrial Fasteners Institute (TIFI), established in 1969, has 638 registered members thus far. It is recognized as a leading organization in Taiwanese fastener industry and plays a critical role in maintaining harmonious order of production & sale, coordinating trade disputes, joining in public utilities, and acting as a trustee for the government or any other organization.

Fastener World Magazine is very pleased to invite TIFI Chairman to share the full year review and prospect every year. The interview for 2015 is particularly different because in the yearend of 2014 TIFI held the triennial election for directors, supervisors, and the management, in which President Anchor T.H. Chang of Anchor Fasteners (a leading artificial dental implant manufacturer in Taiwan) was voted by a majority of members as the 17th term of TIFI Chairman. Accordingly, we invited Chairman Chang to forecast the development of the fastener industry, and talk specifically about how he will lead the entire TIFI team ahead during his tenure from 2015 to 2017. The full coverage is as follows:

### **Q1. How do you see the production & sale performance of the global fastener industry in 2014 and 2015?**

I have a positive and optimistic attitude toward the development of the global fastener industry in the next few years. In reviewing the past two years, the U.S. was the first one to come out of the economic crisis. Although the "Made-In-USA" policy caused short term impact on fastener imports of the country, it is helpful to reduce domestic unemployment rate and accelerate economic recovery in the long term. Fasteners are always traded in a large amount and are indispensable to every country, so even though the categories of imported fasteners may somewhat differ, shrinking demand may not necessarily occur. As a result, I suggest fastener companies follow the trend by generalizing what categories the customers actually buy. By doing so, they may keep up with the pace of U.S. market.

Following the good news in the U.S., European market also demonstrated positive growth in 2014, showing that the demand of European buyers, who are gradually getting away from the influence of European debt crisis, is still strong. This result is proved by Taiwanese fasteners exported to the EU. According to the data released by Taiwanese Bureau of Foreign Trade, during Jan.-Oct. 2014, Taiwanese fastener exports to the European market grew 17% to US\$ 1.25419 billion over the last corresponding period (only US\$ 20 million less than the value Taiwan exported to North America).

North America and Europe are two major fastener markets and Taiwan is very important in fastener exports. We can say the smooth interaction between each other is a great success. However, if Taiwan wants to continue to take the lead, it cannot ignore pivotal issues like environmental protection and fair trade. I am calling on all industry peers to cherishing the current success as well as consolidate Taiwan's superior position.

### **Q2. How do you see the acquisitions of Boltun and Shanghai Prime Machinery in 2014? Do the current acquisitions cause any impact on the industry? Will acquisitions continue to be a hot issue in Asia?**

Acquisitions are seldom seen in Asian fastener industry owing to different cultures, but there were actually two major cases in 2014 including Chin Well's acquisition announced afterward. In my opinion, acquisition is indeed a shortcut for a single company to strengthening its competitive edge, expanding its business territory, and increasing its market share. If the entire industry is taken into account, acquisition means integration. As a result, if the industry has to upgrade itself, the plan and support from the government are necessary. On the other hand, instead of focusing on the progress and completion of acquisition, I'd like to pay more attention to the integration of corporate cultures and staff that takes place after the acquisition.

### **Q3. In 2015, does TIFI have any marketing plan or policy to promote Taiwanese fastener industry based on its advantages? And is there any measure to promote its international reputation?**

Taiwanese fastener industry is famous for its clustering in certain areas. With the well-established industrial composition as well as active and progressive features of Taiwanese companies, TIFI can be a helping hand in marketing for all its members.

One example. International Fastener Show Taiwan 2016, following the success of its 2014 edition and the great demand of exhibitors and buyers, is expected to draw attendance of at least 400 exhibitors on 1,000 booths under the dome of Kaohsiung Exhibition Center. It is believed that through the onsite observation of foreign buyers on the clustering feature of Taiwanese fastener industry, order acceptance can be benefited a lot after the show.

Another example. In response to the era of Internet, Cloud Service of Taiwanese Fastener Industry, promoted by China Steel Corp., has been activated. TIFI suggests its members make use of the Internet to get updated info and utilize the platform to demonstrate their products and features, as they are participating in a full-year fastener show. Companies can, of course, make use of the media (e.g., Fastener World Magazine) to directly promote their reputation as well as product sale.

#### Q4. What is your blue print for TIFI and have you reached consensus with your team?

I've served in the fastener industry for over 40 years and have years of experience in working in fields of fastener machinery, molds, product forging & sale, and business management. I once worked under the title of TIFI director, supervisor, and chief of international affairs committee. Before taking the title of TIFI chairman, I had worked as the vice chairman of TIFI for 9 years. I would like to express my special thanks to former TIFI chairman for his excellent leadership and experience inheritance, and to all members for their recognition.

Taiwanese fastener industry has always been on the road of transition. With my previous experience, Taiwanese fastener companies upgrade fasteners towards automotive, wind power, railway, new energy, aerospace, orthopedics, and dental applications. In my opinion, Taiwanese fastener industry must have its mid long term deployment according to the positioning of products.

According to statistics, global car sale reaches 85 million units. Although automotive fasteners only represent 8% of the total cost of manufacturing a car, every car still needs over 3,000 pieces of fasteners for assembly. Automotive screws and nuts represent at least 23% of total fastener sale. If the range is expanded to cover all automotive fasteners, the percentage will rise to 41%. As a result, with the mid-term strategy, the condition of Taiwanese industry is also suitable for developing automotive fasteners. The current conditions reveal that more and more companies turn to the development and sale of automotive fasteners every year, which shows the upgrade of Taiwanese fastener industry is in progress.

In the long run, Taiwanese industry, with the current technologies may take at least 10 years of deployment to turn itself into one industry that can offer small lots but diversified products with high technical level and entry barriers. Prior to reaching this result, it can begin with upgrade of products and use current capability for innovation. Upgrade of products can start from automotive fasteners.



#### ☆ About TIFI Chairman Anchor T.H. Chang

##### Developing & Completion Stage

- **2015~** He is the 17th TIFI chairman.
- **2012** He was awarded Taiwan Innovation Award.
- **2011** He worked as vice president of Taiwan Alliance for Green 21.
- **2008** He established Alliance Global Technology for the R&D of facilities used in dental, orthopedics, and minimally invasive applications, which successfully developed the artificial dental implant and started to take orders in 2009.
- **2006** He was the 14th-16th term of TIFI vice chairman.
- **2004** He was a #3510 regional chief of Taiwan Rotary Club Association.
- **1999** He was awarded SMEs New Star Award.
- **1998** He was awarded Taiwan SMEs Innovation Award.
- **1987** He was awarded the 6th National Innovation Award.
- **1987** He was awarded the 20th Model of Young Entrepreneurs.
- **1986** He established Anchor Fasteners, specialized in producing anchors, rivet nuts, stainless steel washers, specialty fasteners, auto components, and aerospace fasteners.

##### Initial Stage

- **1981** He and his partner established Special Fasteners Engineering and the business range included imports and exports of fasteners and related products.
- **1976** He worked in Chun Zu Machinery and was responsible for R&D of machines and forging technology software. He was moved to the sales division after 4 years of service in the company.

#### Anchor Fasteners Group

- ◆ Anchor Fasteners Industrial Co., Ltd.
- ◆ An-Mag Technology Co., Ltd.
- ◆ Anchor Fasteners (Vietnam) Co., Ltd.
- ◆ Ningbo Anker Special Fasteners Ind., Ltd.
- ◆ Anplant Medical Device Co., Ltd.
- ◆ Alliance Global Technology Co., Ltd.



# 恭贺 安拓集团张土火董事长 荣任 螺丝公会第17届理事长 启动台湾螺丝产业新纪元

文 / 惠达 施淳真

台湾区螺丝工业同业公会(TIFI)理事长在12月19日于高雄汉来饭店举办的「第十七届第一次会员代表大会」中圆满改选,新任理事长确定由呼声最高的安拓集团董事长张土火接任。张土火董事长此次由副理事长荣升理事长以前,已于副理事长职务累积有9年实务经历,更曾任公会国际事务委员长,深耕螺丝相关产业将近40年,不仅执掌安拓集团的全球性世界拓展,与公会全体会员互动紧密且熟知会务运作,对于此次改选结果能说是众望所归。



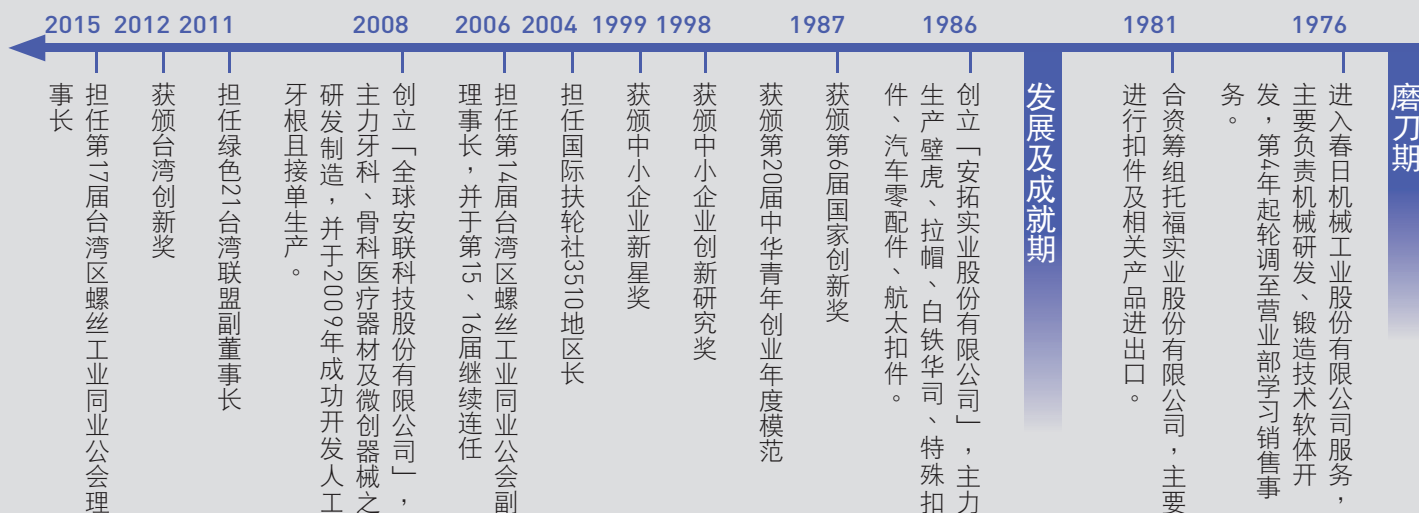
▲ TIFI第16届理事长陈明昭先生(左)、朝友公司董事长孙得人顾问(中)、TIFI第17届新任理事长张土火先生(右)

列席贵宾展现台湾螺丝产业取得「产、官、学」向上发展的一致共识,有高雄市政府经济发展局曾文生局长、国贸局高雄办事处卢惠珠副处长、外贸协会高雄办事处吴主任、经济部标准检验局蔡课长及金属中心林总稽核等政府相关部会代表;及社团法人台湾区螺丝贸易协会陈志宏委员长、台湾扣件产业技术发展协会邹国益理事长、台湾手工具工业同业公会吴传福理事长、全国工业总会林保川理事、中钢公司等相关友会到场观摩致意;并有高雄应用大学研发处研发发展长及国立冈山农工与会支持。

台湾扣件产业技术发展协会邹理事长发言期盼新任理事长能发挥其指标性的身份与功能,于其任内携手台湾螺丝贸易协会与相关友会携手整合,一同将台湾螺丝带往高技术、高产值的方向发展,并维持台湾扣件出口连年快速增长的竞争力。我们都企盼张理事长即将启动的台湾螺丝产业新纪元!

回应贵宾与会员厂的企盼,新任理事长张土火先生于就任典礼上致词表示:「为了再提高会员服务、拓展交流与会务参与,从内部组织运作上着手,首先加强理事会组织运作,依公会组织章程规定,本人特任聘春雨公司林辉政董事长、晋禾公司蔡永裕董事长及宏盈公司庄昭雄董事长等三名常务理事担任第17届副理事长,以分别协助公会运作。」除此,为能使产业升级转型顺利推展落实,在委员会部分,成立有国际诉讼组、国际交流组、国际公共事务组、会务发展组、产业创新组、社会服务组、会员发展组、新世代联谊组、各产品小组等来组织运作,盼透过理监事全员参与并分层负责合作,与官方及学界进行无缝交流,加大会员厂们的发展前景。

## 理事长 张土火先生 小档案



## Q1. 请问您对全球扣件产业在这一年，以及未来的整体生产情形与销售表现有何看法？

**答** 全球扣件产业在未来一年甚至几年内，我认为能够审慎乐观来看待。回顾近两年来，美国首先从经济风暴中解除危机，制造业的鲑鱼返乡政策（“Made-In-USA”）虽然对大宗商品如扣件的进口有短期影响，但长远看来，该政策有助改善美国当地失业率状况并加速景气回升，而扣件既然系大宗商品则表示其为各国进出口的必要性商品，长期观察，或许在扣件进口品项上会有所调整，而不至于是需求萎缩，因此，我建议扣件业者能透过客户采购的品项去归纳品项趋势，应能跟上美国市场脚步。

随着美国传出佳音，欧洲市场也在2014年出现曙光，逐渐脱离欧债危机的欧洲买主实力是强劲的，这可以从台湾扣件出口欧洲市场的数据得到验证，根据台湾国贸局海关资料显示，2014年1~10月台湾扣件出口欧洲市场在出口额表现上同期比成长17%，来到了12亿5,419万美元，只略逊于北美约2,000万美元。

北美及欧洲堪为全球两大扣件需求市场，而台湾则在扣件出口国中扮演重要地位，从供需双方一来一往的互动，可说是皆大欢喜！然而，台湾若要能持续保持领先地位，不可忽视的环保趋势及公平贸易等都是相当重要的议题，呼吁同业伙伴都能爱惜羽毛，一同巩固台湾优质地位。

## Q2. 回顾2014年，您如何解读台湾恒耀集团、上海集优机械集团这两大并购案？这波并购浪潮对产业有何影响？是否会在亚洲持续延烧？

**答** 因为国情，扣件业的并购议题向来鲜少在亚洲发生，2014年却一连两起，随后亦有马来西亚晋纬等的并购案。我认为，从个别企业来说，并购确实是公司追求竞争力、拓展版图及提高市占率的捷径；从整体产业而言，并购具有整合的意味，若要进行产业整体升级，则需要政府必要性的规划与支持！另一方面，与其探讨并购案的进行与完成，我更加重视的是并购后两家企业文化与人员的整合。

台湾区螺丝工业同业公会(简称TIFI)于1969年成立至今已逾45年之久，目前会员数达638家，主要居中扮演建立产销秩序、协调贸易纠纷、参与政府公共事业、接受政府机关团体委托等关键性角色，实属台湾指标性团体。

在《扣件产业回顾与展望》这个经典主题上，很感谢TIFI每年接受惠达杂志的采访，而今年尤为特别，由于TIFI于2014年底进行了三年一次的理监事与干部改选，第17届理事长人选在众人推举下顺利由台湾人工牙根螺丝大厂安拓集团董事长张土火先生荣任。因此，不仅邀请张理事长与产业伙伴们分享对扣件产业的看法，更特别请其分享在2015年起至2017年止的三年任期内，将如何与理监事全新团队一同带领同业前进，完整报导如下：

## Q3. 展望2015年，公会是否有针对台湾扣件产业的优势拟定或将采取的行銷方针？及其他提升国际形象的措施。

**答** 台湾扣件产业聚落性强，有良好的产业体质作为底子，加上台湾厂商主动、积极的特性，公会认为应在行销上再助会员厂一臂之力！

其一、2016年的高雄国际扣件展，承续2014年的声势及厂商与买主的需求，在拥有国际水平的高雄展览馆加持下，企盼以400家1,000个摊位的成果展出！相信透过海外买主实际观摩台湾扣件的聚落特质，有助于展后的接单效应。

其二、因应网路时代，中钢公司所主导的「台湾扣件服务云」启动，公会建议会员厂能善用网路资源，积极上线更新资讯，在动态DM的展示平台上呈现公司产品及特色，朝向天天都是扣件展的愿景发展。

最后、各家厂商当然也能够透过如惠达杂志社等业内的媒体平台宣传，更能直接达到公司形象推广、产品拓销等效果。

## Q4. 请问您在任期内的施政蓝图及您与团队的共识为何？

**答** 本人从事扣件事业超过40年头，曾历经扣件机械厂、模具成型、产品锻造及销售、公司经营管理等历练，并也历经公会理监事、国际委员会等多项职务，并担任副理事长9年资历，此次接任理事长一职，特别感谢前理事长的优异领导与经验传承，与各位会员厂的支持肯定。

台湾扣件一直在升级转型的路上，以个人经验来说，台湾升级转型的螺丝产品如机动车、风力、轨道、新能源、航太、骨科医材等扣件。我认为，台湾扣件应以产品策略的定位来做中、长期发展的布局。

依统计，全世界汽车总销量落于8,500万辆上下，车用扣件虽然占其汽车成本8%，但每部汽车组装仍需要3,000支以上的数量。单就汽车螺丝及汽车螺帽已占全扣件总销售量至少23%，若广义计算所有车用扣件占全扣件总销量应可高达41%。因此，以中期策略而言，台湾扣件生态也很适合发展汽车扣件，现况观察，转往开发并销售汽车扣件的厂商逐年增加，显示台湾扣件产业升级的现正进行式。

谈长期策略，依目前台湾产业现有的技术基础上，若要转型生技医材、航太扣件，因应其少量多样化、技术含量高、认证门槛高等特性，起码应有10年的布局。而在此以前，可从产品升级开始，以现有核心能力来创新改良，较有可为！而所谓的产品升级，即是由汽、机车扣件着手。

## ☆ 安拓集团事业体

- 安拓实业股份有限公司
- 安镁科技有限公司
- 安拓(越南)责任有限公司
- 宁波安旺特种紧固件有限公司
- 安植医材股份有限公司
- 全球安联科技股份有限公司