

Fastener Fair Stuttgart 2015 Rings the Bell of Business

2015年德国司徒加特螺丝展 敲响全球螺丝商贸钟声！

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The globally well-known and largest Fastener Fair Stuttgart, which is biennially given, has successfully taken place from March 10 through 12, 2015. The Fair this year welcomed 832 exhibitors from 42 countries. Major national exhibitor delegations were from Germany, Italy, UK, Netherlands, Spain, and Turkey of Europe and Taiwan, China, India, South Korea of Asia.

The total floor plan this year increased 15% from 16,000 sqm in 2013 to 18,400 sqm, with over 2,000 nine sqm stands in Hall 4, 6, 8, and C2 being used. Exhibits included industrial fasteners, construction fasteners, assembly products, fastener manufacturing technology, logistics, and manufacturing facilities, and so on. This Fair is considered by global fastener professionals to be an effective exchange platform.

Fasteners are critical parts for industries and can be applied in various industry sectors. That is the reason that Fastener Fair is located in Stuttgart, as this city is one of the most important industrial heartlands of Germany. Lots of well-known car manufacturers, IT companies, or automated facilities such as Chrysler, Bosch, Porsche, SAP, HP, IBM, Stihl, ABB, Alcatel SE have established their own R&D and manufacturing centers here, making Stuttgart become the most pivotal base for automobiles, automated facilities, and precision machines.

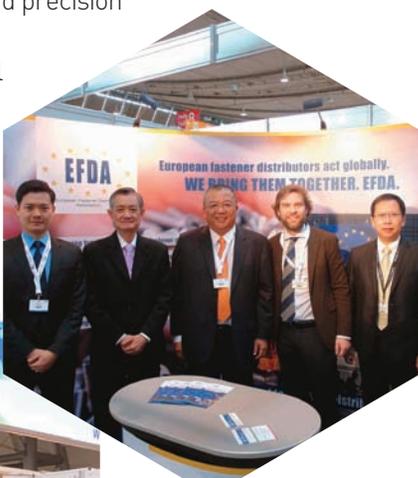
Europe has been always the essential trade partner of Taiwanese fastener industry. In 2014 the increase

两年一展的德国司徒加特螺丝展(以下简称「司徒展」)是全球最知名、规模最大的扣件展,于3月10-12日登场的2015年司徒展,本届表现亮眼,有来自全球42国的832家展商,欧洲地区主要有德国、义大利、英国、荷兰、西班牙、土耳其等知名厂商出席,亚洲地区则主要由台湾、中国、印度、南韩亲赴现场。

今年度的摊位使用规模从2013年的16,000平方公尺增加15%至18,400平方公尺,以每一个标准摊位9米来计算,共使用「司徒加特展览中心」第4、6、8、C2厅超过2,000个摊位数。会场主要展出项目有工业扣件、建筑扣件、组装产品、扣件产制科技、仓储与工厂设备等等,为全球扣件专业人士的交流平台。

螺丝扣件做为工业之米,是工业领域中唯一可跨领域应用的零配件,要想成就工艺,螺丝是不可或缺的一环!这也是此展选定「司徒加特」办展的重要原因!「司徒加特(Stuttgart)」是德国工业重镇,世界级的知名汽车大厂、科技大厂、自动化设备大厂如Chrysler, Bosch, Porsche, SAP, HP, IBM, Stihl, ABB, Alcatel SE,均以司徒加特为核心将研发制造中心设立于此,使司徒加特成为全球最重要的汽车工艺、自动化机械及精密机械基地。

欧洲向来是台湾扣件产业的重要商贸伙伴,2014年台湾销往欧洲的扣件产值成长率超越其他各伙伴国高达15.9%,来到14亿9,016万美元,占台湾扣件出口总值的三分之一。欧洲市场对台湾扣件厂商的重要性从每年节节攀升的展商数分析,自然不言而喻,台湾展团部份,包含台湾代理商汇达实业公司在内共计有130家出席,台湾展商都



in Taiwanese exports to Europe was 15.9%, outperforming the increase in Taiwanese exports to other countries. Its total export value to Europe reached USD 1.49016 billion, which represented one third of Taiwanese export value during that year. The importance of European market to Taiwanese fastener companies can be revealed through the increasing number of Taiwanese exhibitors to Fastener Fair Stuttgart. This year the organizer's agent Fastener World Inc. led 130 exhibitors in Taiwanese delegation to the Fair. Taiwanese exhibitors have good expectations to the recovery in European market.

相当看好欧洲市场的回暖脚步，台湾与欧洲已建立有多年供需关系，普遍采购商对台湾扣件的品质与服务并不陌生，根据现场人士及主办单位统计，访客主要来自建筑、汽车、航太、海洋、电子、电动产品、家具业的采购主。根



The fastener demand and supply between Taiwan and Europe have been going really well for years, so purchasers all know that Taiwanese fasteners are always in high quality with good service. According to statistics of the organizer, purchasers were mainly from construction, automobiles, aerospace, marine, electronic/electric products, furniture industries, and the number of visitors this year increased 4% to 11,060 persons (60% were non-German global buyers). One exhibitor said, "I see the efforts made by the organizer to invite professionals from the industry as many as possible. Every time I come to this Fair, I can always meet new customers. The successful business matching between buyers and exhibitors is the biggest gain for exhibitors and the efficacy is more than expected."

据主办单位统计今年数据再提升4%来到11,060人，其中有60%是来自德国境外的国际采购主，而现场展商表示：「见识到主办单位善于邀请专业人士的能力，即使每届参展，每一次参与也都能再洽接全新的客户。成功媒合关键性买主是参加此展最大的收获，效益超乎预期！」

