



## The CIHS Seeks Innovation and Change at its 20th Show

### 中国国际五金展求新求变迎接第20届展会

#### CHINA INTERNATIONAL HARDWARE SHOW



This year marks the 20th year since the China International Hardware Show (CIHS) was founded in 2000. From 2020, the venue for the CIHS has changed to the Shanghai Pudong New International Expo Centre (SNIEC). The show will be located at W1-5 and N1-5 in the SNIEC.

It is known that the 19th CIHS was successfully held along with the development of China's hardware industry, and has been honoured as the industry's "bellwether", "barometer" and "booster". When the show first began, the export value of China's hardware industry was about USD 3.8 billion; currently, the industry's export value stands at about USD 100 billion, which refers to about 34 times increase over 20 years. This achievement is not only attributable to the international development of hardware enterprises after China entered the WTO, but also attributes to the positive contribution of the CIHS.

Over the past 19 years, the show has been firmly focused on serving the hardware manufacturing industry by exhibiting new products, technologies, materials and designs, and has constantly made optimization depending on market demands.

Complying with the needs of the industry and market, CIHS has grown rapidly with an annual increase of nearly 10,000 square meters since its establishment. By 2019, CIHS has become the industry's top professional hardware show, with an overall area of 120,000 square meters, almost 3,000 exhibitors and over 40,000 visitors.

With the Covid-19 epidemic under control in China, enterprises are gradually resuming work and production. The development trend of the hardware industry, especially the export situation of this year has recently become the industry's main focus. The hardware industry has gradually resumed regular production, but orders and sales, especially exports, have been partly affected by the epidemic. Recently, the organizers of CIHS have on one hand strengthened the research and judgment of the industry's development, submitted recommendations to relevant departments, and on the other hand actively sought opportunities for the industry so that sales can be improved.

Organised by China National Hardware Association and Koelnmesse GmbH, the 20th CIHS has currently fully started the domestic and international exhibition recruitment and promotion. With an all-new image CIHS will create a more solid platform for export enterprises in its 20th year. CIHS will continue the market-oriented and technology-oriented positioning and lead enterprises to promote technical improvement, implement strategies of innovation, quality and green development. In the future, CIHS will extract related topics according to the industry's development trend and hold targeted activities to lead and promote the sustainable, healthy and high-quality development of hardware industry.

今年是CIHS自2000年创办以来的第20个年头,从2020年起,中国国际五金展举办地点调整到上海浦东新国际博览中心,举办时间为2020年8月7日-9日,使用场馆为W1-W5,N1-N5。

据了解,已成功举办19届的CIHS伴随着中国五金制品行业的发展不断壮大,被誉为中国五金业发展的「风向标」、「晴雨表」和「助推器」。在举办展会之初,中国五金制品行业的出口额约为38亿美元,而目前行业出口额稳定在1,000亿美元左右,20年增长了约34倍。这既是中国加入WTO后,五金企业国际化发展的成果,同时也有中国国际五金展做出的积极贡献。

19年来,展会牢牢定位于服务五金制造业,以展出新产品、新技术、新材料、新设计为己任,不断根据市场的需求做出调整。由于顺应行业 and 市场需求,中国国际五金展自创办以来,以每年增加近一万平方米的速度快速发展。到2019年,CIHS已成为总体规模达12万平方米,参展企业近3,000家,观众超过4万名的业内顶尖的专业五金展。

随着中国「新冠疫情」发展得到有效控制,企业逐步转入复工复产正轨,今年五金制品行业的发展态势尤其是出口如何走向,成为近期行业关注的焦点。五金制品行业已逐步恢复正常生产,但订单和销售,尤其是在出口订单方面确实部分受到疫情影响。近期中国国际五金展主办方一方面加强对行业发展研判、向有关部门提出政策建议,另一方面在积极为行业寻找销售破局的契机。

目前,由中国五金制品协会和德国科隆展览有限公司共同打造的第20届中国国际五金展(CIHS)已经全面启动海内外招展、招商和宣传推广工作。进入第二十年的中国国际五金展(CIHS)将展现出全新的面貌,为出口企业打造更为坚实的出海平台,中国国际五金展将继续秉承市场导向和技术导向的定位,继续引导企业推进技术进步,实施创新战略、品质战略和绿色发展战略。未来的展会还将按照行业发展的趋势,重点提炼出相关主题,采取有效的措施,举办有针对性的活动,引导和促进五金制品行业持续健康高品质发展。





10/13-15



Taiwan Hardware Show

台湾五金展

Due to the COVID-19 pandemic, many global hardware trade fairs this year have been postponed to 2021. However, Taiwan's success in combating the coronavirus has made it possible for the Taiwan Hardware Show (THS) 2020 to take place as scheduled during 13-15 October at the Taichung International Exhibition Center, making it the only hardware and hand tools trade show taking place worldwide this year.

The organizer Kaigo and co-organizer, the Taiwan Hand Tool Manufacturers' Association (THTMA), have enjoyed a long-term partnership that continues to increase the event scale and expand business opportunities. Faced by the challenges of COVID-19, both organizations have determined to highlight Taiwan's manufacturing prowess, and have planned strategically in advance to seize future opportunities during the economic recovery. The organizers are committed to helping businesses rise to the challenges that COVID-19 has presented as well as generating more business opportunities.

Taiwan has dealt with COVID-19 in the best way possible, resulting in the supply chain and manufacturing industries of Taiwan rather unaffected. As such, the event this year is likely to attract more international buyers. During the pandemic, Kaigo has stayed connected with the global hardware industry by contacting international buyers and media via EDM, sharing Taiwan's successful experience of containing the virus while reassuring potential visitors that hardware production continues as usual. Kaigo has also highlighted the advantages of THS as an optimal one-stop sourcing platform that facilitates new product displays, business negotiations, and factory visits. With Taiwan's top performance in fighting COVID-19, Kaigo is dedicated to providing the safest and best environment possible for exhibitors and international buyers to do business.

Hsin-Te Huang, Chairman of the THTMA, suggested that Taiwan's hand tools industry should "seek business opportunities amid crisis, and leverage the opportunities to set new records." In post COVID-19, businesses prepare for a recovery in the hand tools business, they should also keep an eye on how the US-China trade disputes continue to shape the global supply chain network. Product orders diverted to other countries, as well as diversifying outsourcing manufacturing risks are all factors that international companies will begin to consider in developing their procurement strategy. As such, the industry has to plan ahead during the pandemic. "An economic crisis is generally followed by waves of new industry growth, and the current global situation has presented Taiwanese businesses a great opportunity to join the trade show and prove themselves as reliable and trust-worthy partners to buyers," said Fang-Wei Hsiao, Coordinator of the Market Development Division at THTMA.

As the global spread of COVID-19 slows down, and nations worldwide start to ease their lockdown restrictions, the global economy is expected to be back on track in the second half of the year. Relatively free from the impact of the coronavirus, industries in Taiwan will be able to respond quickly to pent-up demands of the global market. This October, the top three metal trade fairs in Taiwan will take place. Taipei AMPA, THS, and Taiwan International Fastener Show—will take place in Northern, Central, and Southern Taiwan respectively. Together, the three events are set to demonstrate the capabilities and potential of Taiwan's metal industry to the fullest.

Among those three, THS will kick-off the event series. In response to the stay-at-home economy boosted by the pandemic, the organizer Kaigo has set up five main exhibit areas featuring: Tools & Accessories, Garden & Outdoor Equipment, Locks & Fittings, Building Supplies, and Safety Equipment & Products. Another three exhibit areas are also in place as the industry recovers, including Automotive Supplies & Accessories, Fasteners & Fittings, and Machines & Plant Equipment. The eight exhibit areas in total will join Taiwan's hardware and hand tools businesses in setting another brilliant business record. Kaigo is now also launching event services to meet the needs of all participants during the pandemic.

受制新冠肺炎疫情影响，今年全球五金展会多已宣布延期至2021年举办。然而台湾抗疫有成，2020台湾五金展将如期于10月13日至15日于台中国际展览馆展出，成为今年度全球唯一五金手工具国际展会。

台湾五金展主办单位开国公司和协办单位台湾手工具公会已具有多年的合作伙伴关系，历年来不断提升展会规模与商机。面临疫情挑战，双方以「彰显台湾制造供应优势，超前部署经济复苏商机」的角度出发，共同打造今年度全球唯一国际五金展会，协助业者逆境突围，开创商机。

开国公司表示，台湾疫情控制全球最优，供应链生产不受影响，今年度展会反而会吸引更多国际买家的关注。疫情期间，开国公司密切和国际五金产业保持密切联系，透过EDM联系国际买家和媒体，宣传台湾防疫成功经验 and 手工具生产制造供应无虞的消息。同时强调台湾五金展新品展示、订单洽谈、工厂拜会的一站式采购优势。加上台湾超越国际水准的防疫能力，开国公司将提供参展商与国际买家最安全和最佳的商机洽谈环境与空间。

台湾手工具公会黄信德理事长认为，台湾手工具产业应「在危机中寻找商机，把握商机再创佳绩」。疫情过后，除了迎来自手工具产品的复苏商机，更重要的是中美争端议题仍会持续改变全球供应链形貌。转单效应、分散代工风险等因素，今后都将是国际业者采购策略转变的考量，产业必须利用疫情及早布局。手工具公会拓销组召集人萧方韦表示，每一次经济危机都是产业新一波成长的开始；在目前的国际氛围下，正是台湾业者积极参与展会，彰显成为买主稳定且值得信赖伙伴的最佳时机。

全球疫情已经趋缓，各国逐渐解封，下半年全球经济活动将重新步入正轨。台湾产业不受疫情影响将可快速反应全球回温的市场需求。今年十月份，台湾三大金属产业展会，台北国际汽车零配件展、台湾五金展和台湾国际扣件展将接力展出，呈现「北汽配，中五金，南扣件」的形貌，完整呈现台湾金属产业实力。

其中，台湾五金展将领跑第一棒，主办单位开国公司配合疫情带动的宅经济兴起推出工具及配件、园艺暨户外休闲用品、锁类制品、建材暨家居修缮及安全防护设备，共五大主题展区。因应产业复苏需求推出汽车修护用品暨车用配件、紧固件暨扣件、五金机械暨厂房设备，三大主题展区。八大主题展区将带领台湾五金手工具业者开出业绩红盘。开国公司亦针对疫情推出展会服务方案。

