



Editorial

Int'l Marketing, Green Production & Intelligent Manufacturing

Can Advance Taiwan Fastener Industry

After a year, Fastener World BUYERS' GUIDE the industry expects a lot to receive has been released again. Abundant industry & tech info and professional market analyses are included in this issue, such as "differences between SAE and ASTM fasteners", "market analyses of Greece, Croatia, Slovenia, Central & E. Europe and other emerging markets as well as trade reports of Taiwan and China", "trends of intelligent fastener manufacturing and net zero carbon emission", "experience sharing of Gwo Lian Machinery President Ahung Chen", "Guan Zhe's patented product" and many other good articles. The directory of 300+ select materials, products, equipment, tools & dies, and related processing service providers is also included for readers. We'd also like to thank EFDA president Andreas Bertaggia, NFDA president Nick Ruetz, TFTA chairman Josh Chen, EIFI president Anders Karlsson and HKSFC chairman Tsui Ping Fai for their valuable observation and suggestions to the industry. Their years of experience and influence in the industry can definitely point out some clear directions for global businesses. For years, Fastener World has been working really hard to provide the industry with the latest market intelligence. In the future we'd also like to sincerely invite more associations to share more industry info with our readers and go with us to facilitate the development, upgrade and transformation of the fastener industry.

Taiwan Has Reopened the Border and European/U.S. Buyers Have been Waiting for Nearly 3 Years. It is About Time that Taiwanese Companies Traveled Abroad.

To review the development of Taiwan fastener industry in the past 2 decades, its fastener export volume climbed to over 1.6 million tons from 2002 to 2021 and in the same period its export value increased year-on-year from over USD 1.4 bn to a new high of over USD 5.3 bn, making fasteners not only one of the major foreign exchange earning industries in Taiwan, but also the indispensable part pushing the global industrial development forward. Despite the significant fastener demand drop in Q1-Q3 2022 impacted by unstable situations in some global regions and the still high inventory level of the global supply chains due to previous explosive order placements, Taiwanese companies demonstrated strong resilience, keeping Taiwan's export volume above 1.2 million tons (USD 4.7 bn) and showing the superior competitive edge of Taiwan fastener industry to their counterparts. Such a strength was also revealed at many fastener exhibitions held in Europe and USA in the 2nd half of 2022.

In addition to Fastener Poland and International Hardware Fair Cologne, Taiwanese exhibitors also achieved a successful result at International Fastener Expo held in Las Vegas on Oct./18-19 this year. As China continues to adopt strict pandemic control measures which greatly influence manufacturing and exports, Europe and the U.S. maintain the imposition of heavy rates against certain Chinese products which reduces their will to purchase from China, only a few Asian countries (e.g., Taiwan, Japan, and S. Korea) have fully reopened their borders which facilitates normal face-to-face industrial communication, and Chinese companies facing travel bans cannot exhibit abroad, [several European and U.S. buyers have shown high interest in purchasing from Taiwan in order to seek](#)



stable supply, better product quality and after-sales service. The vibrant atmosphere in Taiwan Pavilion of IFE 2022 is a good proof of it. At this moment if one continues to hold a conservative attitude and give up such a great stage for global exposure on which less competitors exist, business opportunities will be soon taken by others. In order to help more Taiwanese companies reinforce global exposure and win over int'l orders, we have added Fastener Fair Global, IFE, Fastener Fair India, Fastener Fair Mexico and many other major shows into our exhibition calendar next year, hoping to offer a shortcut for companies to target potential customers.



Attention! “Digital Transformation, Intelligent Manufacturing, and Net Zero Carbon Emission” will Become Critical Conditions to Win Over European/U.S. Orders. Taiwanese Companies’ Progress Must be Accelerated.

Issues like digital transformation, green production, EU’s CBAM have been discussed within Taiwan fastener industry for some time, yet only a few companies have dedicated themselves to these fields. With European/U.S. customers raising more concerns about their partnered suppliers’ automated production, energy saving & carbon emission control measures, green factories, ESG policies, and intelligent warehousing systems, which are very likely to become the prerequisites to being included into their suppliers list and the EU’s CBAM scheduled to fully take effect before 2026, Taiwanese companies must be hurried to enhance their leadership ahead of other competitors, otherwise, it is possible that they may gradually lose their competitive edge in the future.



Some Taiwanese leading companies (Gwo Lian Machinery, for example) have had a wealth of experience in this aspect. As for other SMEs, they may not have enough capital to complete transformation in full throttle, but maybe they can utilize limited capital to do partial transformation and seek guidance or resources from fastener associations, MIRDC, or units administered by MOEA to achieve their goals quicker. On the other hand, they can also achieve more complete and intelligent production management through the aid of advanced technology or resources located outside the fastener industry.

Taiwanese companies should also make the most of opportunities to establish face-to-face communication with customers when they exhibit abroad, get to know the latest models or trends European/U.S. industries have created for building up smoother supply chains, and realize what kind of value-added service these customers expect Taiwanese suppliers to offer, and reinforce their product and brand value to develop more collaboration possibilities. For example, “an automated and e-customer service platform that shows real-time inventory statuses” or “more flexibility in warehousing more products ready in stock” are two of the most recent focuses of some major U.S. distributors. Taiwanese companies interested in entering European/U.S. markets definitely should pay more attention to it.

Strong U.S. dollar and the successive depreciation of Asian currencies are contrarily favorable to the export-oriented Taiwan fastener industry. BBI President Robert Hsieh once said, “A business should focus on promoting the value of its products and brand and use suitable marketing approaches to increase its international market share.” Taiwanese companies shouldn’t be afraid of external competition and challenges and should do whatever they can to increase the awareness and follow the global market development. As a result, Taiwan fastener industry can not only maintain its leadership as a “Kingdom of Fasteners”, but also can become a solid mainstay supporting the prosperous development of all trades. ■

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

