



METALEX 2025

Empowering ASEAN Metalworking Industry Upgrades

The 39th Southeast Asian metalworking industry's grand event held at the Bangkok International Trade & Exhibition Centre (BITEC) **gathered over 3,000 international brands covering machine tools, sheet metal processing, welding, industrial robots, metrology, factory automation, AI, and other cutting-edge technologies.** It attracted metalworking professionals from across the ASEAN region to boost industry productivity and competitiveness.

Fastener World introduced its published magazines to visitors and promoted its integrated global fastener supplier information service. Actively collecting visitor contact information, it also used its website to facilitate online matchmaking, providing business connection opportunities between domestic and international fastener and related machinery manufacturers.

During the exhibition from November 19 to 22, Fastener World observed that most visitors were locals from Southeast Asia and Japanese, with some Europeans present. They mainly focused on equipment and new technology trends. Fastener World also learned that machinery imported from China to Thailand currently enjoys tax exemptions, prompting many Thai businesses to purchase Chinese machines for production. Furthermore, exhibitors came from a wide range of origins, with **a high proportion of companies from Taiwan, Japan, and China, especially Japanese companies showcasing various metalworking related equipment.**

By closely meeting the needs of professional visitors, Fastener World not only promoted fastener industry resources but also facilitated exchanges and cooperation between exhibitors and buyers onsite. This solidified its important role in the international metalworking field and contributed to advancing the intelligence and internationalization of the Asian metalworking industry. ■

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Vietnam Hardware & Hand Tools Expo 2025

Seizing New Blue Ocean in Southeast Asia's Machinery Market



From December 4 to 6, 2025, the 10th Vietnam Hardware & Hand Tools Expo was held at Saigon Exhibition and Convention Center in Ho Chi Minh City. As a key event in Vietnam's machinery and supporting industries, the expo spanned over 6,000 square meters with 450 booths. **It focused on five main product categories: tools, power tools, fasteners, building hardware, and personal protective equipment**, covering sectors such as engineering, manufacturing, repair, assembly, construction, and DIY, advancing the development of Vietnam's mechanical engineering industry.

Celebrating its 10th anniversary, the organizer aimed to attract reputable international brands to showcase Vietnam's domestic market potential. The event promoted foreign direct investment, technology transfer, and global supply chain integration, while fostering local brand development and export growth.

At the Fastener World booth, numerous professional buyers and wholesale traders mainly from Hà Bắc Province of Vietnam visited. Visitors showed strong interest in forming machinery and hammer drills, seeking detailed performance information and reliable original manufacturers. Several clients actively expressed interest in advertising working within Fastener World magazines to promote their products.

Market insights revealed **Vietnamese buyers prefer brands with local agents to ensure after-sales service and stable supply**. Exporters noted increased difficulty from stricter customs inspections and complicated clearance procedures. **Most exhibitors were Chinese hardware companies showcasing electric drills, screws, nails, wrenches, and elevator parts.**

Fastener World used this opportunity to introduce multiple professional publications to interested clients and actively collected contact details for future collaboration. Fastener World's proactive invitations and professional explanations effectively attracted visitor attention, highlighting significant collaboration potential and injecting fresh momentum into Southeast Asia market expansion. ■

