



Taiwan Hardware Show
台灣五金展
www.hardwareshow.com.tw



11-13 October 2012
Taipei World Trade Center Hall 1



2012 Taiwan Hardware Show concluded with high acclaim and big orders from overseas

Exhibition & Convention Expert
kaigo

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2012 Taiwan Hardware Show (THS), also known as Asian Autumn Boutique Hardware Procurement Fair, came to an end on October 13. Nearly 300 manufacturers gathered in this three-day exhibition to showcase more than 10,000 products and attracted 21,636 visitors and buyers from 58 countries around the world. Compared to the depression experienced by the other large-scale exhibitions in the same period in Asia, the 2012 THS still enjoyed a 10% growth in the number of international buyers. Undaunted by European debt crisis and weakening global economic recovery, the 2012 THS has once again helped the domestic makers and traders to explore international markets. The overseas orders that have been placed so far are expected to bring in a total subsequent turnover amounting to NT\$_____. As a result, many vendors continued their exhibitions at the site and/or asked how to register themselves for shows in the next year.

Having entered its 12th anniversary, Taiwan Hardware Show (THS) continues to serve as the best platform to integrate Taiwan's hardware industry with the global market. In this year, the main theme of THS highlights the combination of our traditional hardware manufacturing skills with the latest digital technologies to make our hardware industry even more value-added through design, research and development and brand-building. In addition, the one-year-long intensive overseas publicity succeeded in attracting a number of heavyweight foreign buyers, including a Japanese multinational corporation engaged in building materials and home improvements, a well-known Japanese hand-tool brand, a German hardware wholesale group, a few Brazilian home hardware and building-material distributors and manufacturers, and a Czech drill machine tool manufacturer. All of them sent in their representatives and/or procurement managers to this important THS occasion. The one-stop-shopping services offered by Taiwan Hardware Show were also highly praised by international buyers and exhibitors as well, arousing a lot of procurement inquiries. After the THS Show, many buyers went on plant visits, striving to lay foundations for long-term cooperation.

The 2012 THS has seen a lot of gains in each exhibition category. A steady growth was witnessed in the Tools & Accessories category. Many inquiries were made and orders placed in such categories as Building Supplies, Locks & Fittings, Fasteners & Fittings, Machines & Plant Equipment, and Automotive Supplies & Accessories. The number of exhibitors grew by 50% in both categories of Garden & Outdoor Equipment and Safety Equipment & Products, whose exhibitors reflected that inquiries from buyers increased significantly while some Safety Equipment & Products vendors even mentioned that the 2012 Taiwan Hardware Show had a



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much better effectiveness in marketing promotion than their own professional exhibitions. It is obvious that the Taiwan Hardware Show has created a positive feedback loop in clustering effect because the diverse quality businesses and products that THS summons each year keep on attracting a thriving number of buyers at home and abroad. All of them cherish this rare once-in-a-year opportunity because it is here that Taiwanese makers and traders exchange ideas with their buyers and respond to the international market demand by high-end and refined products produced by superior R&D capabilities and flexible production processes.

The energy that Taiwan Hardware Show has accumulated in the past 12 years has also attracted the coverage of international media, such as the authoritative American Fastener Industry News and Australian Hardware Journal, the only hardware professional media in Australia. Moreover, NHK, one of the most important media in Japan, also came over to Taiwan to make a special interview on the Taiwan Hardware Show because of the rising interdependence between Taiwanese and Japanese manufacturers after the 311 earthquake in Japan. Their reports have dramatically raised the overseas popularity of Taiwan Hardware Show. Some interviewees, such as Wei Chih Steel Industrial Co. and Kai Suh Suh Enterprise Co., mentioned in the interview that Taiwan's industries lose a substantial number of orders to China due to price competition in the past but those orders have been flowing back in recent years after international buyers recognize Taiwanese products have stable and better quality, that Taiwan Hardware Show is one of the most important exhibitions accredited by international buyers, and that Taiwan Hardware Show is where Taiwan's makers and traders demonstrate their high quality products, consolidate their footing, and make inroads into the global market.

The next THS will be moved to Taichung International Exhibition Center for the first time. All the eight categories, including Tools & Accessories, Locks & Fittings, Fasteners & Fittings, Building Supplies, Garden & Outdoor Equipment, Automotive Supplies & Accessories, Machines & Plant Equipment, and Safety Equipment & Products, are scheduled on display from October 21 to 23, 2013. As the 2012 THS were highly praised by domestic and overseas buyers and exhibitors, many makers and traders have already booked their booths for the next year on the scene. Those who wish to take part in the 2013 Taiwan Hardware Show please enroll themselves as soon as possible because the booths are running out quickly. For more details, please contact Kaigo Co., Ltd. at Tel: 02-2595-4212, or visit the official website of Taiwan Hardware Show at www.hardwareshow.com.tw.

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