

2022 March. 16th,5PM



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1st Taiwan International Tools & Hardware Expo Takes Place October 12-14 in Taichung

With the supply chain changed and more orders diverted to Taiwan, the Taiwan Hand Tool Manufacturers' Association (THTMA) will introduce the first Taiwan International Tools & Hardware Expo (TiTE) this October 12-14 at the Taichung International Exhibition Center.

The 2022 Taiwan International Tools & Hardware Expo was advised by the Bureau of Foreign Trade, Ministry of Economic Affairs, co-organized by the Strengthening Investment Services Project Office, NDF, the Taiwan Institute of Economic Research and the Taiwan Industrial Fasteners Institute, and supported by the Importers and Exporters Association of Taipei, the Taiwan Machine Tool & Accessory Builders' Association, the Taiwan Aerospace Industry Association, the Taiwan Transportation Vehicle Manufacturers Association, and the Changhua County industrial Association. This Expo is at the forefront of the tools and hardware industry. With solutions for the complete supply chain from manufacturers, distributors to retailers, the network offers a robust portfolio of content, events and services for diverse buyers.

Taiwan is the third largest exporter of hand tools in the world. With its stable supply capabilities in hand tools, Taiwan makes itself a much-valued partner for the global supply chain. The total export value of hardware & hand tools from Taiwan reached US\$4.79 billion in 2021, a noticeable increase of over 27.4% compared to the previous year, breaking the historical value on the record. "This breakthrough shows that Taiwan has played a leading role in manufacturing tools and hardware around the world. Thus, we are prepared and excited to host a valuable Taiwan International Tools & Hardware Expo and gather this strong community together. The competitive bargaining power of suppliers in Taiwan fuels us today, and we are working diligently to create the productive platform for all," said David Huang, Chairman of Taiwan Hand Tool Manufacturers' Association.

"The bargaining power must be enhanced if Taiwanese hand tools wants to get rid of the fate of OEM. Especially when clients have other suppliers to choose from, coupled with the unfavorable environment, negotiating prices will be more challenging. The value of Taiwan's supply chain has filled the industry with orders in the past two years, but it is necessary to plan for the adverse situations in the future by strengthening the brand value, expanding customer sources, and locating the best position in the industry chain," said Yu, Hsiang Chen, Chairman of REDAI PRECISION TOOLS CO LTD. By preparing exhibitors for potential risks in the future, TiTE helps them develop domestic and overseas new customers and enhances the bargaining

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power of Taiwanese industries' supply chain.

The Taiwan International Tools & Hardware Expo organized by THTMA has been affirmed by the Bureau of Foreign Trade, Ministry of Economic Affairs. With the government supporting cross-sector cooperation, this expo revitalizes domestic and foreign markets. With the abundant resources of foreign trade promoting TiTE domestically and internationally, the matchmaking will be held for international buyers.

As the industrial leading role in the South of Taiwan, the Taiwan Industrial Fasteners Institute acts as a co-organizer, fully integrating the resources of the Southern areas, promoting the exhibition area of Fasteners & Fixings, and creating the first cross-sector cooperation between "Central Hardware" and "Southern Fasteners" to grab global orders together.

The first TiTE takes local authorities by storm. With the support from the Taiwan Cutting-Tool Engineering Association, the Taiwan Fastener Trading Association, the Taiwan Venture Capital Association, the Association of Locks & Hardware Taiwan, the Taiwan Society for Metal Heat Treatment, the Changhua Plumbing Hardware Industry Development Association and more, the hand tool manufacturing in Taiwan will make its mark on the global stage.

The industrial community reaches a consensus on building a national team of tools and hardware. TiTE has drawn iconic exhibitors such as Allprofessional, NUSHARP, REDAI, K&W Tools, A-KRAFT, Kuani Gear, King Point, KEYENCE and more to be registered. More than 200 manufacturers have signed up for the exhibition to date, and the booth area is forecast to reach 4,000 sqm. Not afraid of the epidemic, these exhibitors demonstrate the cohesion of the industry and the determination to work on the global markets.

Winning many awards including The National Brand Yushan Award and locating itself as "professional-grade & industrial-grade", the renowned tool brand, Jonnesway, exports its products to 108 countries around the world. "The Taiwan International Tools & Hardware Expo is definitely the best exhibition to build the national team of hand tools. We will also share years of strategies for international marketing and global branding innovation at the exhibition and help more partners stand out on the global stage," said Joseph Liao, Chairman of Jonnesway.

The 2022 Taiwan International Tools & Hardware Expo co-organized by the Strengthening Investment Services Project Office, NDF and the Taiwan Institute of Economic Research brings a wide range of resources. With the support from all national government, industrial associations and business consulting service, TiTE enables manufacturers to introduce the digital transformation, smart manufacturing, innovative R&D concepts and funds to speed up the value-added of industrial innovation and level up the overall efficiency of the industry.

Dentsu, providing integrated marketing solutions and agency services, has held the largest market share and influence in Taiwan. Its brand, Merkle, with the data-driven business consulting services has also partnered with TiTE. What's more, through the cooperation with salesforce, the leading cloud-based CRM software company, TiTE plans to provide a wide range of end-to-end digital services, solutions and consulting that accelerate the business transformation of clients.

"In the past, the most common problem encountered by traditional Taiwanese businesses was that they could not integrate each stage of work required for digital transformation, or that they did not know how to analyze and manage data in practice such as optimizing management

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and process,” said Boice Lin, Chairman of Merkle Taiwan. With more than 50 offices in 17 countries, Merkle has branches throughout the APAC, including China, Singapore, India and Indonesia, which can simultaneously provide overseas services. As a brand with leading experiences, it is confident to help the industry to open up territory under this wave of transformation, and will also share showcases to assist industry transformation at TiTE Conf (Taiwan International Hardware Industry Summit Forum).

The Taiwan International Tools & Hardware Expo has an innovative virtual exhibition hall combined with a conference system access to buyers and sellers. The on-site exhibition hall is not yet open while the virtual one is released to create a whole year of online business opportunities. It also uses the resources of the International Trade Bureau to plan and organize "Professional Buyer Purchasing Group" for key markets, establish the service of "global layout drainage, local one-stop guidance", return to the tradition of professional trade shows, supplemented by "one-to-one online international procurement matchmaking", to create an exhibition with "business opportunities without borders, zero time difference in receiving orders" results.

TiTE will also be committed to creating an eco-friendly, innovative and safe environment for all participants. Through the cooperation with Global V, the multi-functional robots will be introduced. The automatic robots are able to disinfect the whole venue at a fixed time and location, ushering the visitors, delivering products and working as portable billboards for advertising. In the meantime, Global V will also exhibit a full range of multi-functional robots at the expo, providing solutions for the application of light industrial production lines.

Limited-time offer only available for group registration. Reserve now!

Taiwan International Tools & Hardware Expo will present “Tools Kingdom. The Best Supply Chain Around the World in Taiwan.” The expo is the premier gathering of iconic suppliers and international buyers throughout the tools and hardware industry. It is a destination that enables you to find and connect with people, companies, products, services, and expertise.

Exhibiting brands will encompass six categories: (1) Tools & Related Accessories (2) Auto Repair Supplies & Car Accessories (3) Fasteners & Fixings (4) Gardening, Outdoor, Agriculture & Home Maintenance (5) Metal Processing Equipment, Testing Equipment & Industrial Safety (6) Construction Hardware, Locks.

For further registration information, please reach Lanza International Co. Ltd designated by the organizer. You can contact **Ms. Grace Huang at +886 2-7746-2868*102 or via tite@lanzaexpo.com**. The project team will be happy to advise and support you in planning, preparing and organizing your trade fair participation. For more information, please visit **hardwareexpo-taiwan.com**.