

2023 Taichung International Exhibition Center  
10.04-06



# TOOLS KINGDOM

The Most Iconic Gathering of Hardware & Tools in Asia

TAIWAN  
INTERNATIONAL  
TOOLS & HARDWARE EXPO

## ORGANISER

The exhibition is organized by the Taiwan Hand Tool Manufacturers' Association and implemented by Lanza International Co. Ltd.

**The Taiwan Hand Tool Manufacturers' Association (THTMA)**, established on August 15, 1977, is one of the largest and most influential hardware and tools trade associations in Taiwan. Consisting of 8 committees ranging from smart production, raw material supply & demand, to sales promotion, the association supports conduction of surveys, statistical analyses, research of hand tools and other related industries and is dedicated to driving innovation and growth in the industry.

**Lanza International Co. Ltd.** was officially launched in September 2021 as a startup.

With a proven record of success, the team is a professional organiser of trade fairs, conferences and press conferences, and specializes in business development, event marketing and design, as well as government procurement. In addition to delivering the Taiwan International Tools & Hardware Exhibition, Lanza has also been appointed as the agent of multiple exhibitions overseas in areas of beauty and biotech, health and elderly care, and blockchain technology.

## ADVISER



## ORGANISER



## IMPLEMENTER



## FAIR DATES & OPENING HOUR

2023 Oct. 04-05 09 : 00 - 17 : 00  
2023 Oct. 06 09 : 00 - 16 : 00

## THE VENUE

Taichung International Exhibition Center

## TAIWAN INTERNATIONAL TOOLS & HARDWARE EXPO

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REPUTATION



CONNECTION



INNOVATION



VISION





# SHAPING THE FUTURE OF THE HARDWARE & TOOLS MANUFACTURING MARKET THAT FEATURES INNOVATION, WORLD-CLASS QUALITY AND SMART SOLUTIONS



Taiwan International Tools & Hardware Expo advised by the Bureau of Foreign Trade, the Ministry of Economic Affairs, organized by the Taiwan Hand Tool Manufacturers' Association (THTMA) and with support from industry, government, and academia, the Taiwan International Tools & Hardware Expo (TITE) debuted in 2022 and was held in the middle part of Taiwan, where the Taiwan hardware and hand tools originated and distributed. The topic "TOOLS KINGDOM – The Most Iconic Gathering of Hardware & Tools in Asia" strengthened the important position of Taiwan's hardware and tool industry in the global market and opened the door to the international export market after the pandemic. The 2nd Taiwan International Tools & Hardware Expo will take place from 04 to 06 October 2023 at the Taichung International Exhibition Centre. TITE spurs Taiwan's hardware and tools export performance, building a professional and international campaign and forming an innovative, top-quality, and world-class industry platform. With the cutting-edge capability of the global supply chain, this event is expected to attract more than 400 local and international exhibitors and become a procurement target for global buyers, ushering in a new era for the hardware and hand tool industry supply chain and leading the global market

## MARKET INFORMATION

Taiwan is the third largest exporter of hand tools in the world, the second largest exporter included OEM value. With its stable supply capability, Taiwan makes itself a much-valued partner for the global supply chain. The output value of hand tools was NT\$122.5 billion while the export value reached NT\$110.39 billion in 2020. Claiming the world's largest market share in high-end product lines with a total of 2,367 hand tool manufacturers nationwide, Taiwan has played a leading role in hand tool manufacturing.

Due to its strong capabilities in hand tools manufacturing and a complete industry supply chain, Taiwan has been able to dominate the global marketplace, even during the COVID-19 pandemic.

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. In this period, exports to the United States increased by 26.9%, and exports to the European Union increased by 33.3%.

The first industry-led Taiwan International Hardware & Tools Exhibition allows Taiwanese businesses to demonstrate their competitive edges through a wide range of events and campaigns and provides an unmissable opportunity to become a key partner for industry leaders in the global hand tools industry.

## PRODUCT CATEGORIES AND EXHIBITION AREAS



### Tools & Related Accessories

- Hand tools
- Power tools
- Pneumatic tools
- Machine tools
- Abrasive tools
- Plumbing tools
- Measurement, examination instruments & tools
- Tool bags, boxes, cabinets & packaging
- Other accessories & equipment
- Ladders & casters



### Fasteners & Fixings

- Screws
- Threaded rods & studs
- Nuts
- Bolts, nails & pin
- Washers, circlips & rings
- Springs
- Wiring components
- Others



### Automotive part, Repair tools & Maintenance equipment

- Vehicle maintenance & repair equipment
- Vehicle & other transportation repair tools
- Automotive parts, on-board device & system
- Service station & car accessories



### Garden, Outdoor, Agricultural & DIY

- Garden machinery
- Garden tools
- Outdoor, leisure
- Agriculture machine & systems
- Agriculture tools
- DIY tools



### Building & Locks

- Building materials, interiors fittings & accessories
- Furniture fittings & hardware
- Kitchen, sanitary & general household fittings
- Decorative metal wares
- Construction chemicals
- Furniture Locks, cabinet locks & locking
- Systems
- Keys & accessories



### Metal Processing Equipment, Testing Equipment & Industrial Safety

- Metal processing machine, equipment
- Metal surface treatment equipment
- Welding & soldering equipment
- Pump & Valve
- Personal protective equipment (PPE)
- Fire protection products and systems
- High pressure cleaners
- Logistic storage equipment & trolleys



### Industrial software & Digital Transformation

- Industrial Automation
- Software Applications
- Digital advertising and social media marketing
- Artificial Intelligence (AI)
- Smart Automation Services
- Information Security
- ESG & Net-Zero Transition

## EVENT FEATURES

### 01 Potential foreign buyers

An international buyer promotion program aims at European and the US markets, as well as emerging markets such as East Africa and the ASEAN. Marketing focus areas include North America, Germany, the United Kingdom, France, Japan, India, China, UAE, and Italy.

### 02 Leading exhibitors



The only top-class, industry-led hardware & tools trade show is organized by the Taiwan Hand Tool Manufacturers' Association, which brings prominent manufacturers together from across Taiwan.



### 03 Government support

Gathering the leading Taiwanese manufacturers together, with attendance and support from relevant trade associations, as well as assistance and resource support from the government.

### 04 Virtual exhibit hall

Delivering a virtual exhibit hall and interactive business platform for a seamless O2O experience with quality buyers and to maximize trade show value.



### 05 Industry Forum

Featuring a Hardware & Tools Innovation Forum that explores new technology, market trends and industry developments to drive further growth, which contributes to trade show branding, engagement with related supply chains, and year-round event promotion.



### 06 Omnichannel business matchmaking

Incorporating an omnichannel business matchmaking fair and O2O one-on-one matchmaking meetings to engage buyers face-to-face; allowing major supply chain players to draw both orders and attention from top buyers worldwide.

### 07 Profitable marketplace

An exceptionally curated grand annual event for hardware and tools brands that serves to expand the export market, revitalize the domestic market, and inspire broader industry growth.



### 08 The best location

Taking place near the Central Taiwan Industrial Cluster, the event provides a one-stop-shop for international buyers and procurement specialists to explore products, potential partners and go on factory visits.

#### Exhibitor Profile

Manufacturers, Dealers/ Distributors, Wholesalers/ Retailers, Importers/ Exporters, Platform and digital service providers/ Consultants, Government agencies, trade associations and industry assistance organizations, Media outlets and marketing agencies, Foreign representations and companies in Taiwan, e.g. from Germany, the US, Japan, France and Italy

#### Visitor Profile

Hand tools, power tools and parts suppliers, tool brands, manufacturing and processing suppliers. The foreign procurement representatives in Taiwan, the Asia regional procurement representatives, hardware & tools importers, distributors and wholesalers. Related manufacturers and factories, automobile and motorcycle repair parts manufacturers, bicycle parts and tools manufacturers, precision machinery manufacturers, biotech manufacturing companies, electronic device manufacturers, heavy machinery and other transportation tool manufacturers. Manufacturer of metal parts processing, components and machine tools. Suppliers in high-value metal, aerospace, 3D printing equipment and casting & foundry. Smart manufacturing facility, petrochemical plants and textile plants. Whole plant solution consultants, factory and industrial product designers. Retailers, wholesalers and maintenance service providers of plumbing and electrical supplies/ hardware tools. Construction industry, construction companies, interior design companies, Agricultural producers, agricultural machinery manufacturers, outdoor products manufacturers, gardening materials and service providers. Users of hardware & tools, DIY, outdoor tools.