



2020

Taiwan International Fastener Show

Kaohsiung Exhibition Center



"Taiwan International Fastener Show" postponed to September 2021

The novel coronavirus (COVID-19) epidemic is still significantly impacting global economy and society. Taking into account uncertain factors such as overseas exhibitors, international buyers and media may not be able to come to Taiwan as scheduled, the organizers of the "Taiwan International Fastener Show" (Fastener Taiwan), the Ministry of Economic Affairs, and implementers, the Taiwan External Trade Development Council (TAITRA) and the Taiwan Industrial Fasteners Institute (TIFI) decided to postpone the 6th Fastener Taiwan to September 2021.

Taiwan's fasteners industry has long been export-oriented. According to the Customs Administration of the Republic of China, the export value of Taiwanese screws and nuts (HS CODE 7318) from January to June 2020 was nearly US\$ 1.898 billion, a 14.6% decrease from the previous year. The export volume was 658,900 metric tons, down 14.1% from the same period last year. It is clear that Taiwan's fastener industry has been affected by the COVID-19 epidemic and the US-China trade war.

To assist the Taiwanese fastener industry in developing business opportunities in the post-epidemic era, TAITRA continues to integrate digital marketing resources and build a "Fastener Show Online Exhibition" to provide exhibitors and buyers with a complete virtual and real integrated digital marketing platform. In addition, TAITRA provides customized business negotiation services in the form of "online sourcing meetings". Furthermore, to enhance their marketing competitiveness and expand global business opportunities, TAITRA organizes a series of new online promotion activities. These include "TTS Insight", "Fastener Webinar", "Digital Industry Forum", and "Online New Product Launch".

Looking forward to the development of the global industry in the second half of the year, TAITRA continues to mobilize resources from 63 overseas offices around the world, provide digital exhibition marketing platforms, strengthen precision matching services, and integrate promotion and marketing. TAITRA also continuously promotes five major online services, hoping to break through epidemic restrictions and lead the industry to create business opportunities in the post-epidemic era. For updated information on the exhibition, please visit Fastener Taiwan's official website: www.fastenertaiwan.com.tw. For more details about the five major online services, please visit TTS'D Channel at <http://www.taiwantradeshows.com.tw>.