

# FAREWELL TO LOW-PRICE COMPETITION & GOING ON CHINA'S OWN WAY

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At the present, the global fastener demand mainly comes from North America, Western Europe, and Asia. These three regions show an annual demand of over USD10 billion, becoming the main export destination countries for China. As the EU, Mexico, USA, and Russia launched circumvention investigation and anti-dumping measures against China, China fastener exports face waves of crises.

As one of the major fastener exporting country, China was heavily stricken in European and American market in 2012, resulting in the decrease in export growth and a heavy blow to domestic Chinese corporations. Even though the overall condition of 2013 is better than last year, China is still unable to get rid of the sliding growth rate. According to the latest statistics of 2013, Ningbo's export volume in Q1 shows a YOY drop of 6.5%, while Jiaxing, Wenzhou, and several other areas show similar drops in export as well.

Meanwhile, China's opening its door for high-strength standard parts has intensified the competition in the domestic fastener market. Many foreign corporations enter and set foot in China, utilizing low-cost Chinese labors to produce high-strength standard parts and sell them to China. Under foreign pressure, China fastener corporations come to think about ways to speed up growth while avoiding suppression on their products, which will determine a critical orientation for the future corporal development.

In this issue, the editorial interviewed several China major fastener corporations, and through their talks we hope to spread the message that China domestic companies have to be alert to over-capacity and refrain from improper capacity expansion. In addition, China has to speed up technological revolution, elevate product quality, and stabilize the market.

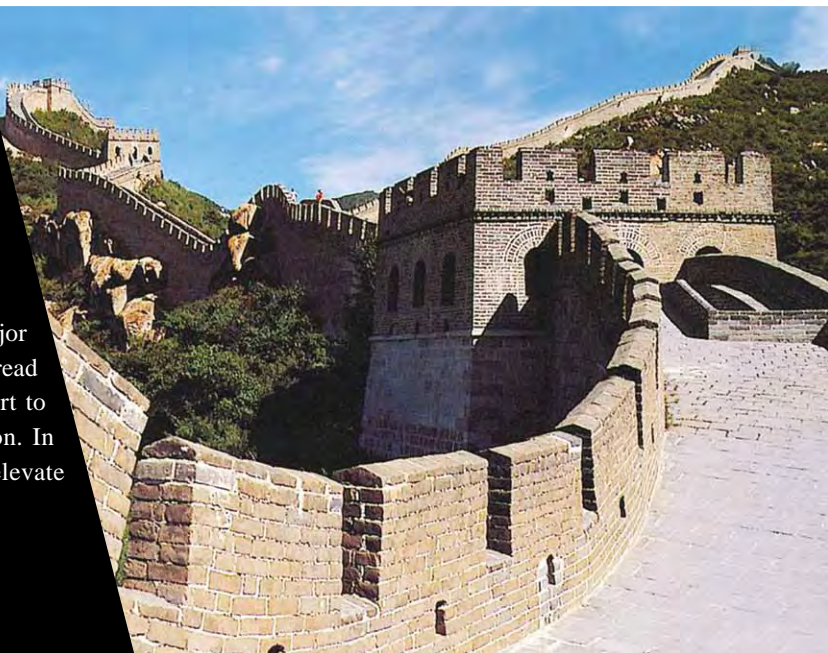
## 抛开低价竞争 走自己的路

目前,全球对紧固件的需求主要集中在北美、西欧和亚洲三大市场,其年需求量均在100亿美元以上,也是中国境内紧固件出口的主要市场。随著欧盟、墨西哥、美国、俄罗斯等对中国紧固件行业连番进行一次次大规模的倾销仲裁和调查,中国紧固件出口被推上了风口浪尖。

中国大陆作为紧固件出口大国,2012年在欧美市场受到打击的情况下,出现负增长,对中国国内企业造成了重大的打击。2013年整体环境优于去年,但仍然无法摆脱增长下滑情势,根据最新统计数据显示,今年第一季度宁波紧固件出口同比下降6.5%,而嘉兴、温州等数个紧固件出口地也都有同程度的下降。

同时,高强度标准件的全面开放,使得中国紧固件市场上的竞争越来越激烈,许多国外高强度标准件企业不断地进入,并落地扎根,利用中国既有的廉价劳动力,生产高强度标准件至中国销售。面对种种压力,怎麽能够让自己的产品不被压制,并且加速发展,成为了许多企业思考的大问题,也是一个企业未来发展的方向。

这期编辑部访问了数间中国紧固件百大厂商,藉由他们逆势而上的经验谈,在暴风雨洗礼後,反显灼灼其华,告知中国国内企业必须警惕产能过剩的现象,切莫盲目扩大产能;此外,也须加快技术革新,提高产品质量,稳定市场。



# Progression In Domestic And Foreign Markets With Excellent Performance



Established in 1994, Shanghai Rivet Manufacture (renamed from Wenzhou Yuanda Standard Components Mfg. Co., Ltd.), with 30,000 sq. meters of factory, specialized in M3 to M16 rivets nut of carbon steel, stainless steel, alloy, and copper, which are applicable to various industries such as automobiles, electronics, machinery, and aerospace. Mr. Chen, manager of Shanghai Rivet Manufacturer, points out, “We have various products in comprehensive specifications to satisfy versatile customers' demand.”

Currently, it sells to global markets; 60% of its sales are delivered to Europe, Africa, America, and Asia. Its capacity in 2012 reached 300 tons per month, approximately 700 million pieces. The enormous capacity gives it a great advantage on cost control. Furthermore, it incorporates the advanced quality management system and equipment to guarantee clients with the best product quality, including mold workshops, electroplating machines, laboratories, four heat treatment production lines, optical sorting machines, and auto-packaging machines.

In the end of 11th five year plan and the start of 12th five year plan, China economic and infrastructure development is continuously on the rise. This is further accompanied by rural-urban integration that drives up fastener demand. In response to this ongoing trend, Shanghai Rivet Manufacture increases investment in factory and production equipment. Mr. Chen said, “The capacity of our company has been at the top in China. Plus, we will make more efforts in developing high-end rivets because China will have enlarging demand for high-end fasteners in the future.” The company has been closely watching the industry environment and made its path into the automobile and motorbike sector.

“We are very optimistic about the economic conditions of the second half of 2012”, said Mr. Chen proudly. Shanghai Rivet Manufacture continuously persists on the “both-way” principle, which is simultaneous progression on both domestic and foreign sales. It has gained outstanding results in expanding the domestic market, while its foreign sales have expanded to Africa and Australia regardless of the effects of Europe economic depression.

In prospect of the future, Mr. Chen points out that China has the largest investment potential with its enormous population of 1.3 billion people and a stable political environment as well as a good economic foundation.” As a metaphor from the company's Chinese name (which means “Being Progressive and Being Innovative”), Shanghai Rivet Manufacture is no doubt heading toward a better and stronger future.

## 上海锐拓五金

### 以「两条腿走路」原则 席卷市场

成立於1994年的上海锐拓五金，前身为温州远达标准件制造公司，公司占地30,000平方米，专攻拉帽生产，材质备有碳钢、白铁、合金及铜等，规格由M3至M16皆有。其产品广泛运用各工业领域，无论汽车、电子电器、机械行业，乃至於航太皆有囊括。上海锐拓五金陈经理指出，「上海锐拓的产品规格齐全，种类丰富，能满足客户的各种要求。」

目前，上海锐拓五金销往全球各市场，约有60%产品涵盖欧洲、非洲、美洲及亚洲的其他国家。2012年拥有300吨产量，约7亿支，且因产量庞大，在成本控制上掌握极大优势。同时，也有先进的质量管理体系与设备，除了模具车间、电镀车、实验室外，还包括两条热处理流水线、光学筛选机和先进的自动包装机，以品质兑现与客户的承诺。

近来结束十一五，进入十二五，中国大陆经济的持续发展和基础建设的不断增加，再加上城乡一体化建设，对紧固件的需求也跟著水涨船高。面对此一时势，上海锐拓加强对公司生产设备和厂房的投入，「现在公司的生产能力已经跃居中国大陆首位。」陈经理表示，「未来中国大陆市场对高端紧固件的需求越来越大，所以，我们投注大量精力在高端拉帽的开发上。」在此大背景下，上海锐拓审时度势，已逐渐踏入高端的汽车、机车等领域。

「對於下半年的经济情况，我们非常乐观。」陈经理语带骄傲表示。上海锐拓持续秉持「两条腿走路」的原则，坚持出口和中国大陆市场齐头并进，一方面大力拓展中国内地市场，并取得傲人成绩；另一方面，也有效开发非洲和澳洲市场，因此即便受欧洲经济衰退影响，也能保持外销的稳步增长。

展望未来，陈经理直指中国大陆市场最具开发价值，因其拥有13亿人口为基础，潜力无穷巨大，「且中国有稳定的政治环境以及良好经济基础，无疑是未来10年最具开发价值的市场。」由此可见，上海锐拓犹如其命名，「锐意进取，开拓创新」，势必会朝更好、更强的方向精进、前行！





# Top Priority: Quality & Service

Ningbo Long I Metal Industry Co., Ltd. is a foreign-capital enterprise co-invested by Singapore and established in 1994. Since its establishment, it has been mainly producing all sorts of stainless steel nuts and selling them to places including Japan, Europe, the US, and Southeast Asia. Its products are compliant to International GB, German DIN, Japanese JIS, American ANSI/ASME/IFI, British BS, and Italian UNI, etc. As per client's drawings and samples, it can also provide stainless steel nuts, bolts, screws, washers, threads, and studs. In addition, it produces fasteners of carbon steel, alloy, copper, and nylon, etc.

Mr. Yang Zhifeng of the company said, "For clients, Ningbo Long I Metal Industry does the best to provide excellent products and good service." From manufacturing to delivery, the company uses standard stainless steel wire rods for production, and performs strict digital chain checker inspection on the outer size of products to ensure product standard. Besides, the company also strictly inspects via go - no go fixed gauge, ring gauge, plug gauge, and vertical gauge to ensure thread precision, tensile, and torque requirements. The company sets high standards for itself and therefore gains praise and trust from clients regarding product quality and delivery. Especially when it comes to dealing with the Japanese market that has very high demand for product quality and service, the company's stainless steel nuts can retain substantially high market shares.

Mr. Yang mentioned that the company has developed a high-strength fastener called "LINED U-BOLTS" for offshore facilities such as petroleum platforms. During use, the fastener can prevent shaking pipes, reduce noise, and substantially decrease corrosion caused by the contact of pipeline and general connecting parts. "This product has been approved by some major offshore facility manufacturers as well as maintenance clients, and the company has started to supply it," said Mr. Yang.

Speaking of the fastener industry of China, Mr. Yang thinks that China's general fasteners lately have been in the situation of over capacity, supply over demand, and low-price competition. In response to the future development, the fastener industry must promote industry upgrade and transformation to extend the product from low end to high end. He added, "Ningbo Long I Metal Industry is backgrounded with years of fastener professional knowledge and techniques, as well as understanding and cooperation with companions' resources, and it will make every effort to develop products of high added value." He pointed out two directions that the company is heading for: (1) Duplex stainless steel & super-alloy, such as fastener and parts products of A286/NAS660, 1.4529, and INCONEL601; (2) Seeking end clients that have higher requirements for quality and service.

As far as the current China domestic and foreign economic condition is concerned, the fastener industry in the latter half of the year will still face extremely huge pressure. Regarding this fatiguing market condition, Mr. Yang states, "Ningbo Long I Metal Industry will grab the 'intervals' to take on technological revolutions and complete the hardware and software for new products and end-client service with no slack." Finally, looking into the future, the company will continue to expand the special fastener (especially special stainless steel nuts, all sorts of prevailing torque nuts, fasteners for all offshore facilities, and fasteners for solar energy industry, etc.) market share in the US and Southeast Asia to look for clients' demand and satisfy them.

创建于1994年的宁波龙益金属工业有限公司，为新加坡投资的外资企业。自成立以来，主要生产各式不锈钢螺母，并销往日本、欧洲以及美国、东南亚等地。其产品符合国际GB、德制DIN、日标JIS、美制ANSI/ASME/IFI、英标BS、义大利标准UNI等标准，并可依照客户图纸或样品提供不锈钢螺母、螺栓、螺丝、垫圈、牙条、螺柱，也生产碳钢、合金、铜、尼龙等材料的紧固件。

宁波龙益总经理杨志锋说：「面对用户端，龙益皆尽最大可能提供优良的产品和良好的服务。」从生产到交货，使用标准的不锈钢盘元生产，对产品外部尺寸进行严格的电子卡规检验，确保达到产品标准；同时，对产品螺纹进行严格的通止规、环规、塞规、垂直规，确保产品的螺纹精度、拉力强度、扭矩等物理机械性能的要求。也因为对自身的高度要求，使产品质量、交货期等，获得客户恳切的赞誉和信任；尤其在对产品质量和要求甚高的日本市场，龙益的不锈钢螺母仍保有相当高的市场占有率。

此外，杨志锋提到近期龙益为石油平台等离岸设施开发的高强度紧固件——外衬U型螺栓（LINED U-BOLTS），可防止使用过程中管道震动、降低杂讯，并可大幅减少管道和普通连接件接触而发生的生锈腐蚀情形。「此款产品已获得一些大型终端离岸设施制造和维修客户的批准，并已开始供货。」杨志锋表示。

谈及中国紧固件状况，杨志锋认为基本上通用紧固件近年来处于产能过剩、供大于求、薄利竞争的市场态势。因应未来的发展，紧固件行业必须推动产业升级转型，将产品由低端向中高端延伸，接著说：「龙益凭藉多年积累的紧固件专业知识和技术，及对同行资源的了解和合作，将致力于开发高附加值的产品。」并提及两个目前聚焦的方向：开发双相不锈钢和高温合金，例如A286/NAS660、1.4529、INCONEL601等紧固件及零配件产品；并开发对质量和要求较高的终端客户。

就目前中国国内外经济形势来看，下半年紧固件行业依然面临极大压力。面对此一疲软市场态势，杨志锋说道：「龙益会利用这『空挡』抓紧内部技改，完备为新产品和终端客户服务的软硬件。」丝毫不懈怠。最後，展望未来，龙益将接续拓展美国、东南亚的特殊紧固件市场，尤其是特种不锈钢紧固件和各种锁紧螺母，以及各种离岸设备上的紧固件、太阳能工业用紧固件等，找寻客户的需要，并认真满足之。



# United for Prosperity



Zhejiang Cowin Fastech Co., Ltd. was founded in 2011. Current total territory is 130 acres (about 86,700m<sup>2</sup>). The company is located at Jiashan Ganyao industrial park in Zhejiang province,

which is the most prosperous core area of eastern China. S32 highway is just next to the plant as well as G60 highway and high-speed railway which all bring great delivery & transportation efficiency when serving all the tier-customers. It is mainly aiming at R&D, manufacturing and sales of high-end fasteners, especially for automotive, industrial equipment and construction machine industries. Tens of brand-new facilities have been imported to produce high-precision fasteners. Cowin has started the mass production since April this year and is expected to have 500 tons/month of production until the end of this year. It also targets to reach 1,200 tons/month by next year.

The aim of Cowin is to have products made in China to replace expensive foreign imported products in the future. General Manager London Yang says that Cowin integrates all processes including raw material, forming, threading, machining, heat treatment, electroplating, optical sorting and auto-packing, and all the manufacturing processes are controlled in house which not only control the quality and lead time, but also provide customers with high quality products.

At the initiation of Cowin, Yang set 4 goals for company development in the future.

## 1. To develop a world-class, high-end fastener plant

To cultivate the spirit of continuous improvement, self requirement, self innovation, and self upgrade based on 5 factors concerning competitiveness including quality, lead time, technology, cost, and service to keep pace with the top manufacturers worldwide.

## 2. To realize a "happiness enterprise"

To build up a constructive cycle consisting of the satisfaction of customers, suppliers, stockholders, and employees to fulfill the ideal of corporate sustainability. That is the happiness enterprise for Cowin.

## 3. To create an "eco-factory"

With the newly built factory, we try to eliminate the stereotype that "factories are always dirty and gloomy" and re-think about linking the buildings and nature together so that we can create a "green" manufacturing environment.

## 4. To build a "low-carbon" green industry

The designs of natural lighting, natural ventilation, solar power generation, and so on, all exhibit the spirit of Cowin to become a green industry with a sense of environmental protection, responsibility, energy saving, low carbon, and earth loving.

Considering the future, Yang plans to focus on the automotive fastener industry in the 1st phase, grip the core technology, introduce key processing, and train more talents. Then, in the 2nd phase, Cowin will gradually develop toward the sectors of aerospace and biomedical industry, expecting to achieve a win-win situation.

# CWN

## 浙江群展精密紧固件有限公司 群策群力 鸿图大展

浙江群展精密紧固件有限公司成立於2011年,目前占地面积130亩(约合86,700m<sup>2</sup>),地处江、浙、沪核心区域的嘉善县干窑工业转型发展区,接近各级配套客户,紧邻申嘉湖高速,又有沪杭甬高速及沪杭高铁通过,交通发达、运输便捷,供货及时性佳。

而其经营目标设定於高端紧固件、精密部件的研发、制造与销售,特别针对汽车业、工程机械、高强度非标件的专业生产,投注数十套精密进口设备。今年4月群展已开始正式量产,预计至年底将有500吨生产量,并设立明年1,200吨的生产目标。

「群展设立的目的是放眼於未来中国国产化的需求,以取代高价的进口件。」杨荣德总经理表示:群展垂直整合所有制程,从盘元精线、成型、辗牙、机加工,乃至热处理、电镀、光学筛选及包装出货,全程皆在厂内一条龙式生产,利於管控质量与交期,也确保提供客户优良品质的产品。

群展筹划初期,杨总为群展订定了未来企业发展的四个目标:

### 1. 建立世界一流“高端零部件专业制造厂”

培养持续改善的精神,自我要求、自我创新,从企业竞争力五大要素:品质、交期、技术、成本、服务不断自我提升,期望能与世界一流制造厂并驾齐驱。

### 2. 实践“幸福企业”之理想

建构由「客户满意、供应商满意、股东满意、员工满意」所形成的企业良性循环,来实践永续经营理念,这就是群展人的“幸福企业”。

### 3. 打造“公园化工厂”的亲善环境

全新建造的工厂,群展试图打破生产工厂灰暗脏污的刻板印象,重新思考建筑物与绿生态之结合,呈现“公园化工厂”的优质环境。

### 4. 打造“低碳绿能”的绿色企业

透过自然采光、自然对流通风、太阳能发电...等设计,实现群展成为绿色企业的精神:环保、责任、企业心;节能、低碳、地球爱。

最後谈及未来发展,杨总计划第一阶段先在汽车紧固件产业扎根茁壮,掌握关键技术,建立关键制程并培养优秀人才;并计划在第二阶段往航太与医疗领域渐进发展,力图做到群策群力的「COWIN」!



# Heading for Differentiation to Create Bigger Profits by Brand Image

Established in Ningbo in 2002, Ningbo Swi Kuo Industrial is a Taiwan-funded corporation that has long specialized in non-standard precision hardware and parts applicable in industries such as automobile, electronics, construction, pneumatics, and oil hydraulic precision parts. Philip Kotler, dubbed as the “Father of Modern Marketing”, said, “In the world of excessive products and customer shortage, the key to success is to be customer-oriented.” General manager Mr. John Chang knows exactly what that means, and he tries to satisfy customers’ various demands by on-time delivery, competitive price, and industrial processing via high-precision equipment as well as auxiliary QC system as per client’s request.

Currently, the company’s annual capacity is 24 million pcs. Foreign sales takes over 70% of company sales and targets at the US, Europe, and Asia. Heading for the 12th five year plan, industries of China are going through transformation to extend products from low end to high end, and Ningbo Swi Kuo Industrial is also increasing high-precision equipment and auxiliary inspection machinery to lift product price for profits. The company will first focus on “sophistication”, and then cope with the issue of manpower shortage and high cost.

In addition, Philip Kotler’s words inspire Mr. Chang to realize that “OEM is not a long-lasting strategy, whereas brand image cultivation is all the most important.” In response to the increasing users and widening application of modern household appliances, in 2010 the company manufactured and applied patent for their own flat panel TV mount “U.S. Brown Bear” sold all over the world. In China, the company extends the products via distributors to retailers including Haier, Suning, and RT-Mart. So far the sales of self-owned brand takes 20% of the company’s operation, and “We expect to elevate the proportion to over 50% in the next two to three years,” said Mr. Chang, who is very optimistic about the prospect of the industry.

When it comes to the “stable growth” principle called out by the government, Mr. Chang frankly told us that the economic condition of the first half of 2013 is still a path of ordeal, but he still has faith for this industry. He expressed, “We still have an enormous market to proactively probe for new customers!” He thinks that under the current circumstance the company should stay consolidated and well-prepared to monitor product quality, provide better after-market service, and accumulate combat emery for future challenges.

In future prospect, Ningbo Swi Kuo Industrial is developing market shares in the emerging Southeast Asian nations such as Bangladesh and Cambodia. “Right now the South American market is also one of our expansion targets,” Mr. Chang continues, “we will set NO boundary and limit for the global market.” He also told us that the company’s purchase orders from Europe are severely effected by the EU’s anti-dumping measures, but he stressed that in the ever-changing marketplace the most important thing is a firm company attitude and motif to better improve techniques as well

as quality, and expand larger foreign markets by self-perfection because “we can always brace ourselves even if the policies may change at any time.”



宁波瑞国精机有限公司

## 走向差异化 以品牌创造更大利润

2002年在宁波建厂的台资企业——瑞国精机有限公司，深耕非标精密五金零配件，其产品广泛运用于汽车、电子、建筑五金，以及气动、油压精密配件等行业。现代营销学之父菲利普·科特勒曾说过：「在一个产品泛滥而客户短缺的世界里，以客户为中心是成功的关键。」宁波瑞国总经理张书麟深谙其道，根据客户的需求，以高精度设备和配套的品管系统加工，并以及时的准交率、竞争性价格，满足客户多元化的需求。

目前瑞国的年产能能为2,400万PCS，外销出口占70%以上，以欧、美、亚为主。迈向十二五，产业的升级转型，将产品由低端向中高端延伸，瑞国增加高精度的设备及配套检验仪器，提高售价、争取利润，先强调「做精」，再减少人工难招和人工高成本问题。

同时，张书麟了解「代工非长久之计，品牌的维持才是重要之道」。瑞国针对现今家庭3C产品的应用水准及使用的普遍性提高，在2010年又增加了平面电视（显示器）挂架的专利申请和生产，推出自有品牌「美国布朗熊」，至今已行销至全世界，而在中国大陆市场则透过经销商，使产品遍及海尔、苏宁和大润发等大型通路卖场。目前自主品牌的销售已占公司营运的20%，「我们预计在两三年内，将比例提高至50%以上。」对于行业前景，张书麟非常看好。

面对中央吹响的「稳增长」号角，张书麟坦承2013上半年的经济状况依然很严峻，但对此行业仍深具信心；他表示，「市场还是很大，还靠我们多主动去开发客户！」并认为在形势不好的情况下，公司上下一心，皆须做好内功，严把产品品质关，做好后续的服务，为未来储备战力。

展望未来，瑞国目前正在开发东南亚如孟加拉、柬埔寨等新兴加工国家，「南美洲的市场也是我们现阶段的布局目标。」张书麟接著说，「对于全球市场，我们不会设限。」遭逢欧洲反倾销政策，他直言欧洲订单有受到极大影响，但也强调，市场信息变化万千，最主要还是稳固公司本质，使工艺更加精进，品质更加完美，用自身良好条件来拓展更大的海外市场，「政策或会改变，我们也随时做好准备。」



# Passion to Create More Value-added Products



Zhejiang Aozhan is a large-sized stainless steel fastener producer incorporating production, processing, and sales as a whole. Established in 2005, its products have been widely used in the industry of nuclear power, solar power, wind power, railways, airways, telecommunication, ships, and machine manufacture. The materials used to

produce fasteners branded "AOFENG" are superior SUS304 and SUS316 wires. Products include stainless steel bolts, nuts, threaded rods, washers, and stainless steel wires. With 3,000 tons of monthly production, it has become one of the famous and the few large-sized stainless steel fastener manufacturers in China.

Zhejiang Aozhan has been certified by ISO9001:2008 in regard to its management system, and its products have also been certified by RoHS and China Railways Product Quality Exam & Testing Center to ensure all products are compliant with the regulations of railways and nuclear power. Its product exports are mostly destined to Korea, USA, and Europe. Mr. Tao Liu from Zhejiang Aozhan further added, "We've got great expectation for both the U.S. and Australia and we are willing to extend business there."

As far as the recent economy of China is concerned, the fastener industry will still face huge pressure in the second half of the year. How to fight the pressure and make a response to "Stable Growth" advocated by the Central Government are what every company has to cope with. Being in the market reform, Liu pointed out that Zhejiang Aozhan would step further to high-end products manufacture as well as adjust the internal management structure to fulfill policies of faster turnover, shorter lead time, inventory reduction, cost reduction, competitiveness enhancement, and efficacy increase," thus connecting the income of employees with lead time, quality, and cost control, and satisfying customers with the best quality and competitive price to boost the competitiveness in the market.

So far, the fastener industry in China demonstrates a phenomenon of reckless business extension. However, as fasteners are necessary for industries and used everywhere, the use and demand will keep climbing. Considering the economic development in the next half year, Liu thinks that the domestic demand will be stable. He points that Zhejiang Aozhan will continue to develop new products, non-standard products and increase the product portfolio to meet the market demand with better quality.

## 浙江奥展实业有限公司 怀赤子之心 创造更有价值产品

奥展实业有限公司是一家集生产、加工、销售不锈钢紧固件为一体的大型专业不锈钢紧固件制造企业。公司创立于2005年，产品广泛应用于核电、太阳能、风能、轨道交通、航空、通讯、船舶、机械制造等领域，生产的「奥峰牌」紧固件材料均采用优质SUS304、SUS316高档线材，产品包括不锈钢螺栓、螺母、牙条、垫圈、不锈钢线材等。月产量约3,000吨，成为中国大陆境内行业中少数大型专业不锈钢紧固件生产型品牌知名企业之一。

目前浙江奥展已通过ISO9001:2008质量管理体系，产品部分也通过RoHS以及铁道部产品质量监督检测中心认证，确保产品符合铁路、核电等工程项目建设标准，而产品主要出口韩国、美国以及欧洲。此外，浙江奥展刘涛先生表示，「公司非常看好美国及澳大利亚两大市场，且欲拓展这两边市场！」

就目前中国市场经济形势来看，下半年紧固件行业依然面临极大压力。如何顶住压力、应对中央吹响的「稳增长」号角，是每家企业必定面对的关卡。面对日益进步的市场变革，刘涛指出浙江奥展将「转型升级，并做高端产品」，从调整内部管理结构入手，确立「加快周转、缩短交期、减少库存、降低成本、增强竞争力、提高效益」的工作方针；把员工的经济收入和产品交货期、产品质量以及成本控制挂起钩来，以最好的产品质量、最具竞争力的产品价格和满足客户需要的交货期，服务广大的客户群体，提升整体市场竞争力。

目前中国紧固件行业存在盲目扩展的现象，但紧固件又是不可或缺的工业必需品，使用范围十分广泛，足见未来紧固件的使用量和需求量将会不断攀升。对于下半年的经济情况，刘涛认为：「主要内销市场需求稳定。」并指出，浙江奥展未来将不断开发新产品、非标类产品，并提高产品覆盖面，以更好的质量满足市场的需要。







In order to get the niche in the domestic and foreign markets, capitals must be not only invested in upgrading technology and innovation, but also the onsite quality control. A Chinese saying goes, "Protecting the territory is harder than gaining it." Founded in 1998, Fuxin High Strength Fastener (Fuxin) specializes in various nuts like long nuts, high nuts, wheel nuts, flange nuts, nylon nuts, and other non-standard nuts. It can also customize products as per customer's request including M3-M30.

Mr. Fu Xuesheng, the administrative factory chief says that its hexagonal prolonged nuts take the lead in the industry and represent the greatest production in China. Currently, Fuxin has over 50 sets of production equipment and has been certified by ISO9001:2008. It mainly uses carbon steel cold forging to produce 1,000 tons of products per month. Products are applied to construction, machinery, and automotives, and 90% of the products are for export to USA, Europe, Southeast Asia, Australia, to name just a few. It dedicates to the R&D of products and quality advancement and the growth rate continues to grow by 20% every year.

Welcoming the 12th five-year plan, Fuxin actively responds to the government to push the structural adjustment of products. "Fuxin gradually moves the focus to sectors of auto parts, long nuts, high nuts which require high technology and high added value." Mr. Fu says that Fuxin will reduce the production of standard products, introduce high end talents with high salaries, and renew the production equipment to match with national policies.

Under the influence of the global economies, the demand within the fastener industry during the recent one year declined sharply, which caused the orders to decrease. At the same time, the EU imposed ad duties on China. Although Fuxin mainly produces nuts, the sluggish market in the EU also cut down the will to purchase. Facing these conditions, Fu considers that orders can be increased through developing the domestic market, adjusting the structure and price, and developing the new emerging markets in Latin America or Africa. He also adds, "Whether the market has the value is based on products being targeted at the right market." The next target for Fuxin is North and Latin American markets in addition to the consolidation of existing markets and going step by step toward the prospective future.

## 海盐富鑫高强度紧固件厂

## 更优质的产品 更庞大的市场

要赢握市场，走出国际，不仅要把资金投入在技术创新水平的提升上，还要提升在线的检测水平，保证品质！中国有句古话：「打江山易，守江山难。」海盐富鑫自1998年成立至今，主打螺母类产品，包含长螺母、高螺母、轮胎螺母、法兰螺母、尼龙螺母、轮胎螺母，以及各种非标准螺母等，还可根据客户的来图或样品订做各种非标准的螺母，规格包括M3-M30。

海盐富鑫行政厂长富雪生表示：「富鑫的六角加长螺母在业界为领先地位，目前该产品在中国的产量最大。」目前，海盐富鑫拥有50多套生产设备，并有ISO9001:2008认证。主要采用碳钢冷锻，每月可生产1,000吨左右产品，产品主要应用在建筑、机械、汽车等领域，其中90%皆用于出口，销往美国、欧洲、东南亚、澳大利亚等国家，近期致力于产品的研究开发，品质的不断提升，每年皆以20%的增长率持续成长。

迎接十二五计划，海盐富鑫也积极回应国家号召，推进产品结构的调整。「富鑫逐渐把重心放在汽车零部件、长螺母、高螺母等技术要求和利润附加值高的领域。」富雪生言道，说明将会缩小普通常规产品的产量，并会以高薪引进高端人才、更新产品设备之做法，与国家政策做完美搭配。

最近一年以来，受国内外经济等因素的影响，紧固件行业需求锐减，相对地导致订单也减少许多。同时，欧盟对中国施以反倾销，即便海盐富鑫以螺母生产为大宗，但面临欧洲整体不景气之故，购买力下降，影响力也是过犹不及。面对此一情况，富雪生认为，可藉由积极开拓国内市场、调整产品结构和价格，并拓展拉美、非洲等新兴市场来增加订单数量。

此外，他也提及：「市场是否有价值，主要是端看和自己的产品是否对口。」因此，海盐富鑫的下一步，将朝稳定的北美市场和具吸引力的拉丁市场前行，并维护稳定的固有市场，扎实且稳健的往未来迈进。