



# Fastener Market in Thailand

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## 泰国扣件市场概况

**F**asteners of Taiwan are mainly exported to the U.S., Europe, Canada, and China. Little portion of fasteners is exported to emerging industrial countries, among which the top 5 includes Thailand (2%), Poland (2%), Russia (1%), Mexico (1%), and Brazil (1%). This article will expound upon the condition of Thai fastener market.



### Overview of Thai Economy

Thailand is rich in its natural resources including vast forest and enormous mines. Although the economy of Thailand declined in 2009 as a result of the global economic recession, it started to recover in 2010 after its government promoted the financial stimulus plans. In 2011, it was struck again by natural disasters halting the economic growth. On the other hand, the big earthquake in northeast Japan on March 11 impacted the supply chain of Thai automobile and hard drive industries, and the floods in northern and central Thailand also paralyzed the agriculture, construction, manufacturing, and transport industries, dragging down the real GDP of Thailand in Q4 2011. In 2012, The Thai economy recovered rapidly with the post-flood reconstruction and the stable political condition.

Table 1. Fastener Demand of Thailand during 2011-2016(F) / 表一 2011-2016(F)年泰国扣件需求趋势  
Unit: Million USD / 单位：百万美元

|                                       | 2011 | 2012 | 2014 (F) | 2016 (F) |
|---------------------------------------|------|------|----------|----------|
| Industrial Fastener Demand<br>工業扣件需求值 | 810  | 881  | 1,041    | 1,230    |

Source/ 资料来源: Freedonia Group

**台**湾扣件主要出口市场以美、欧、日、加、中等国家为主，新兴工业国家占台出口比率皆不高，其中出口值较高的新兴国家分别为泰国(2%)、波兰(2%)、俄罗斯(1%)、墨西哥(1%)及巴西(1%)，以下就泰国扣件市场概况进行探讨。

### 泰国经济概述

泰国自然资源丰富，拥有广大的森林及众多矿产。虽然2009年全球性经济不景气导致泰国经济陷入衰退，但在政府祭出财政刺激方案后，2010年泰国经济开始复苏；2011年泰国经济受到自然灾害的影响导致成长停滞，包括三月份日本东部发生的大地震，影响到泰国的汽车和硬碟产业供应链，八至十月泰国北部和中部的的大水灾瘫痪了农业、营建业、制造业和交通运输业，致使2011年第四季泰国实质GDP大幅度下滑，2012年在大水灾后的重建工程及政治情势趋向稳定下，经济景气快速回复。



### 扣件市场概况

泰国工业扣件的需求主要来自车辆(汽机车)、电气与电子设备及机械设备等市场，如2012年汽车产量高达248万辆，泰国的本田每年也制造100万辆以上的机车；2012年泰国扣件需求值为8.8亿美元，如【表一】所示；泰国工业扣件的产出相对较少，造成泰国工业扣件产销有失衡状况。

由于汽车制造业的回春，大幅带动相关扣件需求的成长，福特汽车在2011年7月投资4.5亿美元在罗勇(Rayong)设

Table 2. Top 10 Import Origins &amp; Export Destinations of Thai Fasteners in 2012 / 表二 2012年泰国扣件前十大进出口国统计

Unit: Million USD, % / 单位：百万美元，%

| Rank<br>排名                         | 2012             |                     |                   |                                    |                     |                   |
|------------------------------------|------------------|---------------------|-------------------|------------------------------------|---------------------|-------------------|
|                                    | Country<br>國別    | Import Value<br>進口值 | Percentage<br>佔有率 | Country<br>國別                      | Export Value<br>出口值 | Percentage<br>佔有率 |
| 1                                  | Japan / 日本       | 711                 | 56.2%             | USA / 美國                           | 76                  | 15.7%             |
| 2                                  | China / 中國大陸     | 141                 | 11.2%             | Indonesia / 印尼                     | 39                  | 8.2%              |
| 3                                  | Malaysia / 馬來西亞  | 109                 | 8.6%              | Japan / 日本                         | 35                  | 7.3%              |
| 4                                  | Taiwan / 台灣      | 78                  | 6.1%              | Germany / 德國                       | 28                  | 5.7%              |
| 5                                  | Singapore / 新加坡  | 51                  | 4.0%              | Malaysia / 馬來西亞                    | 21                  | 4.4%              |
| 6                                  | USA / 美國         | 36                  | 2.9%              | South Africa / 南非                  | 21                  | 4.4%              |
| 7                                  | Germany / 德國     | 33                  | 2.6%              | Vietnam / 越南                       | 20                  | 4.1%              |
| 8                                  | South Korea / 韓國 | 17                  | 1.4%              | India / 印度                         | 18                  | 3.8%              |
| 9                                  | UK / 英國          | 13                  | 1.0%              | Italy / 義大利                        | 18                  | 3.8%              |
| 10                                 | Italy / 義大利      | 11                  | 0.9%              | Brazil / 巴西                        | 17                  | 3.6%              |
| Total of Top 10 Countries<br>前十大合計 |                  | 1,201               | 94.9%             | Total of Top 10 Countries<br>前十大合計 | 294                 | 61.2%             |
| Global / 總計                        |                  | 1,265               | 100%              | Global / 總計                        | 480                 | 100%              |

Source / 资料来源: ITIS Project of MIRDC

## Briefing on Thai Fastener Market

Thai industrial fastener demand mainly comes from automobiles, electric & electronic device, and machinery segments. The capacity of cars reached 2.48 million units in 2012. In addition, Honda (Thailand) produces over 1 million motors every year. Thai fastener demand in 2012 was USD 880 million, as shown in **Table 1**. However, the capacity of Thai industrial fasteners was comparatively lower, thus, resulting in the imbalance between production and sales.

The recovery of Thai automobile industry substantially boosted the demand for related fasteners. Ford invested USD 450 million in July 2011 to set up an automobile plant in Rayong with an annual capacity

of 15 thousand units. Besides, due to the growth of the overall manufacturing industry that pushed the fastener demand from OEMs, fasteners in Thai market were in short supply and the import value was much higher than the export value, as shown in **Figure 1**. In 2012, Thailand imported USD 1.27 billion worth of fasteners mainly from Japan, China, Malaysia, and Taiwan, as shown in **Table 2**. In 2012, Thailand exported USD 480 million worth of fasteners mainly to the U.S., Indonesia, Japan, and Germany.

Thai fastener manufacturers are mostly small-to-medium sized companies, including well-known Atlantic Yuki Thailand, Dura Fasteners, and Thaisin Metal Industries. The local manufacturers face fierce competition from foreign companies based in China, Japan,

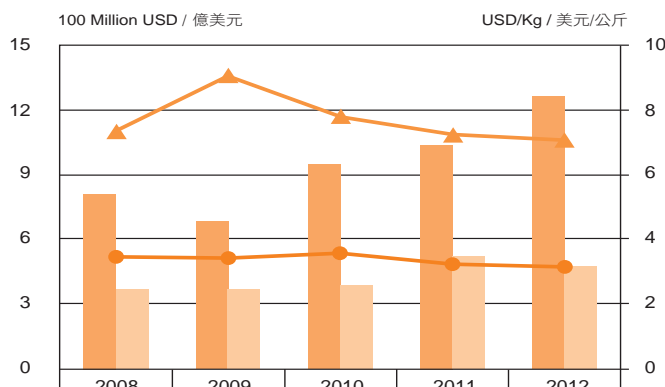
立年产15万辆汽车的工厂，加上整体制造业产出的成长，推升OEM部门的扣件需求，泰国的扣件市场呈现供不应求的状况，扣件的进口值远大于出口值，如右页【圖一】所示。2012年泰国扣件进口值为12.7亿美元，主要进口国为日本、中国大陆、马来西亚与台湾，如【表二】所示，在出口方面，2012年扣件出口值为4.8亿美元，主要出口国为美国、印尼、日本与德国。

泰国扣件制造商多为中小型厂商，具代表性的厂商有Atlantic Yuki Thailand、Dura Fasteners和Thaisin Metal Industries，当地的制造商大多面临中国大陆、日本及台湾等亚太地区国家的制造商强烈竞争。国外制造商在泰国的直接投资金额并不庞大，以日本扣件公司在当地的据点最多，其中包括Aoyama Seisakusho、Fuserashi、Meira、NHK Spring、NIFCO、Nitto Seiko和Piolax；而德国Bollhoff和美国Stanley Black &

Figure 1. Thai Fastener Import & Export During 2008-2012

图 1 2008-2012年泰国扣件进出口概况

Source / 资料来源: Freedonia Group



|                                            |     |     |     |      |      |
|--------------------------------------------|-----|-----|-----|------|------|
| Import Value (100 Million USD)<br>進口值(億美元) | 8.1 | 6.9 | 9.5 | 10.4 | 12.7 |
| Export Value (100 Million USD)<br>出口值(億美元) | 3.7 | 2.5 | 3.9 | 5.2  | 4.8  |
| Import Unit Price (USD/Kg)<br>進口單價(億美元)    | 7.4 | 9.1 | 7.8 | 7.2  | 7.1  |
| Export Unit Price (USD/Kg)<br>出口單價(億美元)    | 3.5 | 3.4 | 3.6 | 3.2  | 3.1  |

Taiwan and other Asian Pacific countries. Direct investment in Thailand by foreign manufacturers is not large. Most production bases in Thailand are invested by Japanese companies, including Aoyama Seisakusho, Fuserashi, Meira, NHK Spring, NIFCO, Nitto Seiko, and Piolax. German Böllhoff and U.S. Stanley Black & Decker also set up manufacturing plants in Thailand, while the other operations of multinational companies are mostly for distribution.

The rapid growth of Thai automobile industry, the strong increase in durable products & regular investments, the strong domestic demand, and increasing export revenue, all support the stable growth of Thai fastener industry. Nonetheless, as foreign low-level products enter the battlefield, the competition in domestic and international markets turns fierce, and this may weaken the growth. The fastener demand in Thailand is expected to grow 8.7% annually and it will reach USD1.23 billion by 2016.

## Conclusions

Thailand, a significant emerging market, represents 2% of the total export value of Taiwan. Thailand has a well-developed manufacturing industry. Its automobile industry in particular reached the capacity of 2.48 million units in 2012, and topped the ASEAN as the largest car manufacturing country. The figure is expected to reach 3 million units by 2013, fueled by the growth of the car market that attracts more foreign (especially Japanese) companies to invest in Thailand. Thai automobile industry mainly consists of Japanese brands. Recently, the fastener export from Taiwan to Thailand has been increasing from 11 thousand tons in 2008 to 23 thousand tons in 2012, making Taiwan the 4<sup>th</sup> largest import origin of Thailand. Taiwan is advantageous in producing auto fasteners, and many Taiwanese fastener manufacturers cooperate with Japanese car brands. Thus, Taiwanese manufacturers should utilize the advantage of industrial clustering, and enhance the relationships with Japanese car manufacturers to enter the supply chain of Thailand. ■



Decker也在泰国设有制造工厂,其他跨国公司的据点主要为销售/配销通路。

虽然泰国汽车产业快速成长,加上耐用品制造及固定投资强劲,强大的国内需求及重要的出口市场销售额的增加,都有助于泰国扣件市场的稳健成长,不过,与来自国外的低品级产品在国内及国际市场的竞争也日趋剧烈,恐将减弱成长效益。预估泰国的扣件市场需求未来将以每年8.7%的成长幅度成长,至2016年可望达到12.3亿美元。

## 结语

泰国占台扣件出口值比重约2%,为重要的新兴市场,泰国工业相当发达,尤其汽车产业,2012年汽车总产量达248万辆,为东协最大汽车生产国家,预估2013年将增加到300万辆。也因汽车市场不断成长,吸引更多外商,尤其是日本企业到泰国投资(泰国汽车产业以日系车厂为主)。近年来,台湾输泰国扣件数量呈现成长趋势,从2008年的1.1万公吨成长至2012年的2.3万公吨,为泰国第四大进口国,而汽车扣件向为台湾的强项,且拥有多家扣件厂商均与日本汽车供应链厂商有合作关系,未来厂商应发挥台湾固有之聚落生产优势,强化与日系车厂供应链之合作关系,以利切入泰国汽车产业供应链。 ■