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Successfully Duplicating Taiwan's Experience

Jiashan EDZ Now Resembles the
Fastener Heartland in Kaohsiung Taiwan

成功复制台湾经验

浙江嘉善俨然成为台湾冈山螺丝窟

20 years ago, Jiashan Economic Development Zone (EDZ) in Zhejiang Province of China reckoned on the investment of global corporations by offering incentives

of barrier-free export channels and unlimited domestic demand, when the neighboring Taiwan was struggling with the rising costs of land and workforce as well as aggressively reaching out for new bases. China has vast land area, and Southeast Asia is also an attractive place to set up bases, so why does Jiashan become the first choice for investment?

In recent years, China's fastener scale and market growth have continued to leap forward again and again, surprising the global fastener industry. We can tell this from various anti-dumping lawsuits in countries that counteract the pressure from China. Everyone starts to discuss and analyze the incentives that support the growth of China's fasteners.

Incentive 1:

“Taiwan Fastener Area” in Jiashan Attracts Taiwanese Investors

Jiaxing City, adjacent to Suzhou and Hangzhou, should be highlighted first. There are multiple industrial parks in the city. Jiashan EDZ (one of the parks) was established in 1993 and was planned to include “Taiwan Fastener Area”, “Electronics and Information Area”, “Precision Machinery Area”, and “Int'l Furniture Area”, forming a network for fastener production and supply. Those who are sensitive may have seen clues from these names. As a result, a large number of Taiwanese fastener companies have been attracted to invest in China, including the renowned Gem-Year Industrial Co., Ltd., which entered the park in November 1995.

Incentive 2:

Safely and Reliably Organized by the Government

Approved by the government of Zhejiang Province, Jiashan EDZ spans the area of 65 km², over 50% of which is still unused. The Zone is built mainly for manufacturing industries, complemented by other industries providing auxiliary service. The government of Jiashan encourages industries (e.g., electronics & information, precision machinery, advanced equipment manufacturing, and modern service) to form a complete chain of service. The Zone can be said as one of the densest regions with foreign investors.

Incentive 3:

Conveniently Connected Transport System That Enhances Trade

The Zone is located at the center among Shanghai, Hangzhou, and Suzhou (the 3 major cities in Jiangnan Region). With its exclusive and favorable

20年前,不论是无阻碍的外销渠道或无极限的内部需求量,浙江省嘉兴市嘉善经济开发区以此向世界知名企业招手。同期,比邻的台湾正处于土地、人事成本起飞之苦,积极向外寻找新基地,中国幅员辽阔,东南亚基地也相当诱人,嘉善何以能成为首选?

近几年,中国紧固件规模与市场的跳跃式成长一再带给全球螺丝产业界很大的惊艳与震撼;而这波来自中国的压力,也能从各国纷纷提出的反倾销诉讼案窥见一二。大家开始探讨分析支撑中国紧固件快速成长的因素。

诱因1:

嘉善经济开发区「台湾螺丝城」
释放善意成功吸引台商进驻

笔者以为东与上海相邻,西与苏杭两大古城相傍的嘉兴市最有探讨的价值。嘉兴下辖多座工业园区,尤其1993年国家级的浙江嘉善经济开发区设立以后,规划「台湾螺丝城」,与「电子信息园区」、「精密机械工业园」及「国际家俱园」等并列四大专业园区,紧固件产销辐辏已然成形。若敏感度较高一点,即可从园区命名得到一些线索,也为此吸引不少登「陆」的台资螺丝厂,就好比举世闻名的晋亿实业即于1995年11月正式进驻。

诱因2:

官方筹办 安全可靠

由浙江省人民政府批准设立,总规划面积66.5平方公里,目前仅开发使用未达1/2。以工业为主,配套服务为辅,电子信息、精密机械、先进装备制造业及现代服务业是嘉善政府重点鼓励发展的产业方向,形成一完整的配套,可以说是江南一带外商最密集的区域之一。

geographic location, coupled with the well-built river/road/railway/air/sea transport system, the Zone is more likely to be globalized. Below are the traffic lines of this region:

Road- Shanghai-Hangzhou-Ningbo Highway, State Roads #320 and #318, and Shanjiang Primary Freeway.

Railway- Shanghai-Hangzhou Railway with terminals for travelers and freight connecting 28 provinces of China.

River- Shanghai-Hangzhou Water Transport Line with 12 routes totaling 354 kilometers, on which ships of over 300 tons can pass.

Air- Xiaoshan Int'l Airport, Shanghai Hongqiao Int'l Airport, Shanghai Pudong Int'l Airport.

Sea- Zhapu Port, Shanghai Port, Ningbo Port.

Other Incentives

Jiashan has complete infrastructure for electricity, water supply, heat supply, sewage treatment, finance, telecommunication, Internet, medical treatment, education, insurance, social security, etc.

Conclusion

For the past 20 years, we have seen the mature development and growth of Jiashan's fastener industry. In the upstream, we see the neighboring Baosteel (Shangjia) supply wires to the Zone. The zone itself attracts peripheral industries to get in, including companies for machinery, fasteners, heat treatment, surface treatment, packaging, etc. A large proportion of these foreign investors are from Taiwan.

The incoming foreign investors not only provided immediate job opportunities but also indirectly introduced technical experience. Then, we see more and more local companies be established, and they created the current characteristics of high export volumes, high earnings, high domestic demand, and high economic performance in China's fastener industry. Jiashan plays a role similar to Taiwan's fastener heartland in Gangshan, and its influence even reaches the whole Jiaxing City and neighboring Kunshan, Xiaoshan, Wuxi, and Shanghai.

Compared to many of the Western old brands with over a hundred years in history, China's fastener industry is still in the initial stage of development and its future potential is considerable!



诱因3： 强大的交通建设 大大提升商贸能力

本身处于上海、杭州、苏州三座江南名城的中间位置，得天独厚的核心据点，加上健全的水路、公路、铁路、航空以及海运等交通建设，成功提升嘉善国际化之势！目前笔者所取得有关当地的交通资源如下：

公路方面：沪杭甬高速公路，320国道，318国道，善江一级公路。

铁路方面：沪杭铁路复线，设有客、货运站，连接全国28个省市。

水路方面：杭申甲级航线，水上航道12条客运线，通航里程354公里，提供300吨级船舶可便捷通航。

航空方面：萧山国际机场、上海虹桥国际机场、上海浦东国际机场。

海运方面：乍浦港、上海港、宁波港。

其他诱因

健全的基础建设，如供电、供水、供热、污水处理、金融、通讯、网络、医疗、教育、保险、治安等，嘉善都已具备。

结论

20年的光阴过去，我们所看到的是紧固件行业在嘉善的发展已臻成熟，从上游线材有坐落上海的宝钢就近供应，到嘉善经济开发区的成功招商，吸引机械设备企业、紧固件生产企业、热处理、表面处理、包装等一系列行业所需的周边产业齐聚，而这其中，有着相当高比例的外资包含台企进驻。

外资的涌入，不仅为当地带进了立即性的工作职缺，也为当地产业间接导入了技术经验。后来，我们看到了越来越多的本地公司拔地而起，创造出目前所看到对外是高出口、高收益，对内是高内需、经济起飞的中国紧固件产业荣景，嘉善俨然成为台湾冈山螺丝窟之姿，甚至以嘉善为中心向外为延伸到整个嘉兴市与邻近的昆山、萧山、无锡、上海等地。

对望欧美常见的百年大业，中国紧固件行业发展这只是起步，未来潜力无穷可观！