

新兴中国 扣件生产设备市场概览

Emerging China Fastener Making Machines Market

by Sharareh Shahidi Hamedani

Note: All values in tables of this article are in 1,000 USD

备注：表格中数值单位为千美元

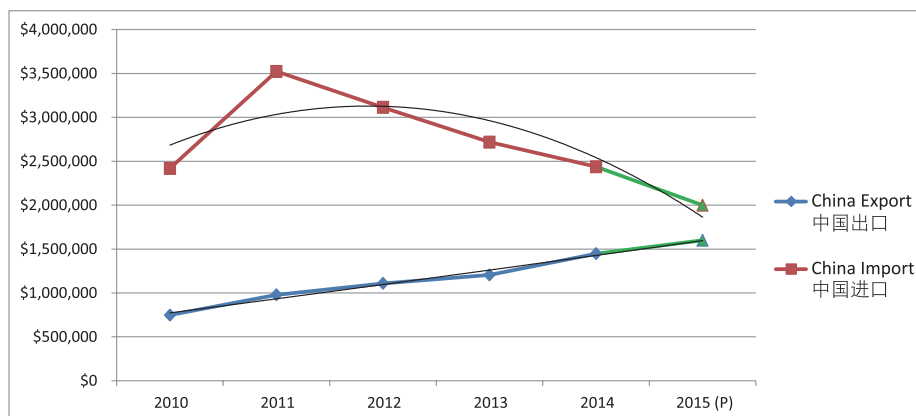


The Market Size of China

The value of the fastener making machines business in China was about 4 billion USD in 2014. In the same year, China exported 1.45 billion USD worth of fastener making machines, while Chinese fastener producers imported 2.44 billion USD worth of machines to their factories.

The following table and graph show the details of China's import/export values in this category.

China's Export Value 出口值						
	2010	2011	2012	2013	2014	2015 (P)
China's Export 中国出口	\$ 747,557	\$ 978,033	\$ 1,108,583	\$ 1,205,145	\$ 1,446,798	\$ 1,600,000
Growth Rate 成长率	—	30.8%	13.3%	8.7%	20.1%	10.6%
China's Import Value 进口值						
	2010	2011	2012	2013	2014	2015 (P)
China's Import 中国进口	\$ 2,418,388	\$ 3,523,013	\$ 3,113,546	\$ 2,717,636	\$ 2,437,265	\$ 2,200,000
Growth Rate 成长率	—	45.7%	-11.6%	-12.7%	-10.3%	-10.6%



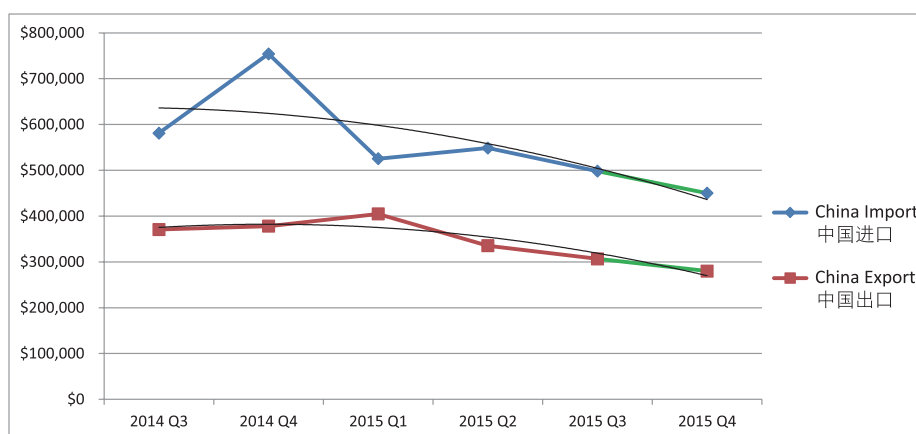
The left graph shows that in this category China's export increased; on the other hand, its import decreased, and therefore, the analysis of these data is: the fastener making machines industry is developing in China and it not only provides products to satisfy domestic needs but also exports the surplus.

Please note that the statistics of 2015 are predicted according to the trend of the 4 previous years. But will it actually happen? In a simple word, the trend of Chinese market in fastener making machines is based on the pattern of previous years?

1-1 What is the Story in 2015?

The total values of imported and exported fastener making machines in the first 3 quarters of 2015 are shown in the following table:

2015 Q1-3	
China's Import 中国进口	China's Export 中国出口
\$ 1,571,900	\$ 1,046,795



The details of the above statistics are mentioned in the following table on a quarterly basis:

	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	2015 Q4 (P)
China's Export 中国出口	\$ 580,988	\$ 754,071	\$ 525,279	\$ 548,551	\$ 498,070	\$ 450,000
China's Import 中国进口	\$ 370,807	\$ 378,020	\$ 404,766	\$ 335,380	\$ 306,649	\$ 280,000

The numbers tell a different story. In the most optimistic case, the value of exported machines will touch 1.3 billion USD, about 18.7% lower than the initial forecast exported value in 2015. On the other hand, the value of imported fastener machines will be around 2 billion USD which is also 10% lower than the initial imported value forecast in 2015.

1. 中国市场规模

2014年中国扣件生产机械产业规模约40亿美元。同年，中国出口了总额14.5亿美元的扣件生产机械，另外中国扣件制造商则进口了24.4亿美元的机械至自己的工厂。上表显示中国在这个产业类别的进出口值。

上图显示在这个产业类别下，中国的出口是增加的，另一方面，进口是减少的。因此，由数据分析中国扣件生产机械产业正在发展中，且除供应内部需求外，已具备外销的实力！请注意2015年的统计是根据前4年的发展趋势所预测出来的。但实际上真的会发生吗？简单来说，中国扣件生产机械市场的发展趋势可从前几年的发展来预测吗？

1-1 2015年实际发展如何？

2015年前3季扣件生产机械的进出口总值显示在前页表中，上述统计细节可再细分来看季度变化。

这些数据显示全然不同的状况。若以最乐观的情况来看，机械出口值将达到13亿美元，约比先前2015年预测出口值低18.7%。另一方面，扣件机械进口值将达到约20亿美元，也是比先前2015年预测的进口值低约10%。

2. 中国扣件机械出口市场

虽然中国扣件生产机械的主要市场都在东南亚，中国机械仍然有出口至100多个国家。下表显示中国扣件生产机械的主要市场。

2-1 越南

上面数据显示2014年出现168%的成长。试问这是真正的成长还是只是昙花一现？在分析过2015年的统计后，显示这并不是越南市场的昙花一现，2015年前3季越南市场的进口值约达1.21亿美元，预估2015年第4季也将达到3,300万美元。

2-1-1 2014年越南发生什么变化？

外国厂商对国内制造业持续地直接投资促使越南近几年经济快速发展。私人消费受低通胀、非农就业率高和改善的消费者信心支撑，也出现强势增长。在2014年前8月通胀率前年比下降至0.8%，是2011年以来持续的骤降，另外2015年3月的时候也再出现下降。

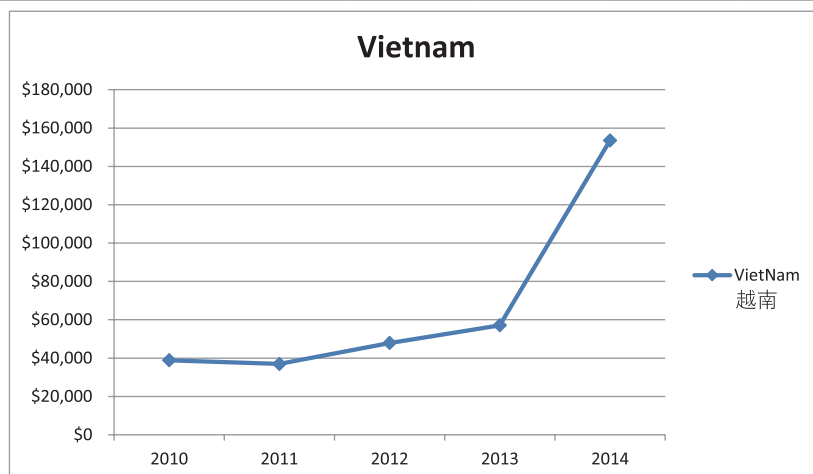
China's Exported Fastener Machines Market

Although the main markets of Chinese fastener making machines are countries in Southeast Asia, Chinese machines are also exported to more than 100 countries. The following table shows the main markets of Chinese fastener making machines.

China's Export Value 中国出口值					
Importers 进口国	2010	2011	2012	2013	2014
World 全球	\$ 747,557	\$ 978,033	\$ 1,108,583	\$ 1,205,145	\$ 1,446,798
Vietnam 越南	\$ 38,881	\$ 36,955	\$ 47,902	\$ 57,102	\$ 153,522
India 印度	\$ 73,439	\$ 103,154	\$ 112,149	\$ 79,086	\$ 115,117
USA 美国	\$ 40,670	\$ 66,304	\$ 140,972	\$ 146,192	\$ 103,533
Indonesia 印尼	\$ 27,893	\$ 47,210	\$ 55,615	\$ 63,470	\$ 77,084
Thailand 泰国	\$ 30,772	\$ 34,610	\$ 64,478	\$ 67,151	\$ 73,767
Others 其它国家	\$ 535,902	\$ 689,800	\$ 687,467	\$ 792,144	\$ 923,775

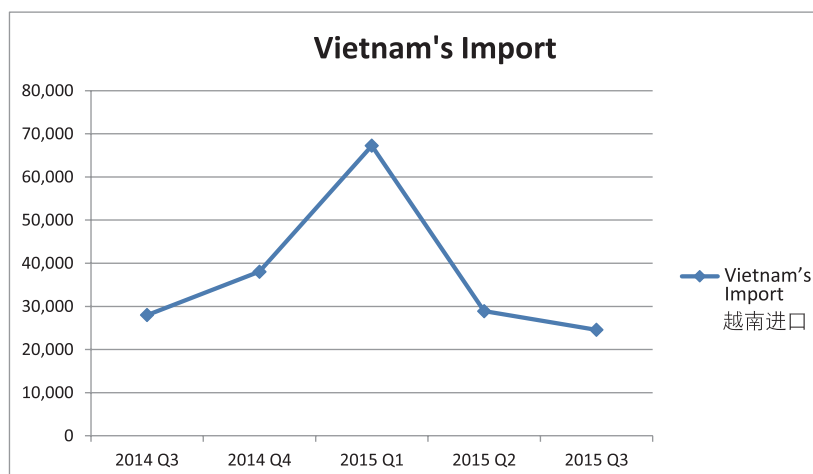
2-1 Vietnam

China's Export Value 中国出口值					
Importer 进口国	2010	2011	2012	2013	2014
Vietnam 越南	\$ 38,881	\$ 36,955	\$ 47,902	\$ 57,102	\$ 153,522
Growth Rate 成长率	—	-5%	29.6%	19.2%	168.9%



The data above show a 168% growth in 2014. Is it a real growth or a fleeting shock? After the study on statistics of 2015, it shows that it is not a fleeting shock in Vietnamese market. The value of Vietnamese import in Q1-Q3 of 2015 was around 121 million USD, and a 33 million USD import is not far-fetched in the 4th quarter of 2015.

Vietnam's Import 越南进口	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	Total Q1-Q3
	27,985	38,030	67,253	28,903	24,559	120,715



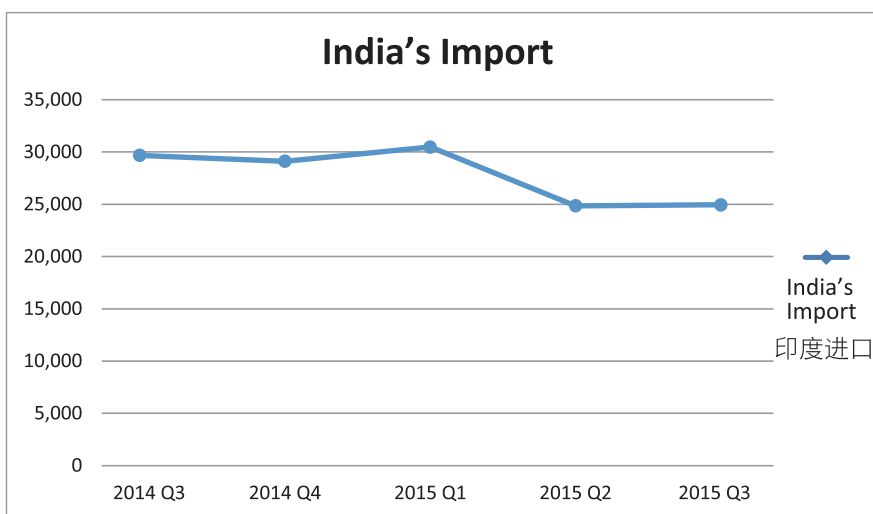
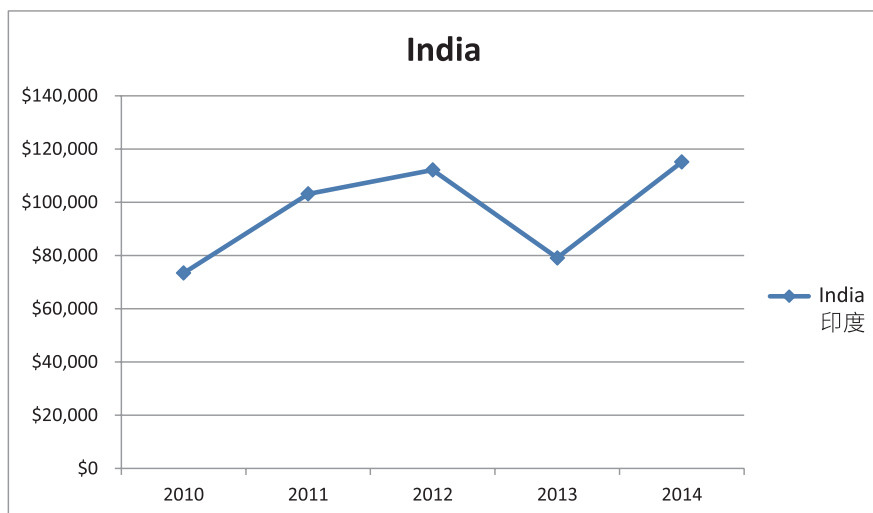
2-1-1 What Happened in Vietnam in 2014?

Sustained inflows of foreign direct investment into manufacturing have propelled Vietnam's economy in recent years. Private consumption is growing robustly, supported by low inflation, higher off-farm employment, and improved consumer confidence. Inflation subsided to 0.8% year on year in the first 8 months of 2014, continuing a steep decline since 2011 and in 2015 it was revised down from March.

2-2 India

For the past three decades, India's economy has grown impressively, at an average annual rate of 6.4%. From 2002 to 2011, when the average rate was 7.7 percent, India seemed to be closing in on China. It is shown in the business of fastener making machine graph.

China's Export Value 中国出口值					
Importer 进口国	2010	2011	2012	2013	2014
India 印度	\$ 73,439	\$ 103,154	\$ 112,149	\$ 79,086	\$ 115,117
Growth Rate 成长率	—	40.5%	8.7%	-29.5%	45.6%



India's Import 印度进口	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	Total Q1-Q3 of 2015
	29,687	29,112	30,479	24,852	24,948	80,279

2-2 印度

在过去30年，印度经济出现令人惊艳的成长，年平均成长率6.4%。从2002至2011年，平均成长率来到7.7%，印度似乎越来越赶上中国的脚步，从扣件生产机械产业发展的图表就可看出。

2-2-1 印度的扣件生产机械进口在2013年发生什么变化？

有很多方式可以看待2013年印度经济发展的骤跌，包括因为过去几年持续的通膨所导致卢比价值的快速下滑以及需要每年用不特定资金流来补贴且居高不下约达850亿美元的帐目赤字(占国民生产毛额的4.5%)。

2-2-2 印度经济成长会持续吗？

左下表显示机械进口值呈现稳定。不过，基於2015年机械进口的趋势，似乎印度很难达到2014年的标准。

2-2-1 What Happened in 2013 for India's Imported Fastener Making Machines Business?

There are ways of looking at India's economic woes in 2013 marked by a rapid fall in the value of the rupees caused by persistent inflation of the past few years and the high current account deficit (CAD) of about \$85 billion (4.5 per cent of GDP) which needs to be funded through uncertain capital inflows year after year.

2-2-2 Does India's Economic Growth Continue?

The left table shows stability in the values of imported machines. However, based on the trend of imported machines in 2015, it seems very difficult for India to catch similar values as in 2014.

2-3 USA

U.S. demand for industrial fasteners is forecast to increase 4.3 percent per year to \$14.8 billion by 2017. This considerable improvement from the performance registered during the 2007 to 2012 period was driven by improved outlooks in a majority of the industries in which industrial fasteners were utilized. Sales growth will be supported by rebounding levels of motor vehicle manufacturing, along with rising aerospace equipment and machinery shipment levels.

2-3 美国

美国工业扣件需求预计会每年增加4.3%到2017年达到148亿美元。2007至2012年间明显的表现改善主要受到工业扣件需求量大的多数产业对未来展望转好驱使。销售成长将受到汽车制造回温程度，以及成长中的航太设备和机械出货水准的支撑。

为什麼美国的进口成长停在2013年并於2014年出现下滑？2012年，波士顿顾问公司的资深夥伴 Hal Sirkin坚信美国竞争力改善及中国相关成本上升将让美国在2015年达到强盛状态。统计数据显示他的预测是正确的。

2-3-1 2015年美国进口成长率也是负成长吗？

上列数据凸显2015年进口的负成长率。

2-4 印尼

美国市场调查暨顾问公司Grand View Research所做的「2020年全球工业扣件市场分析、规模和产业类别预测」曾提到像印尼这种新兴市场的经济成长和工业化预计将在接下来6年提高扣件需求。下列统计也证实这个论点。

很明显地，当扣件市场扩大後，相关机械市场就会跟著拓展。不过2015年每季所做的统计显示与其前一季相比并没有出现成长。这个差异可能与下列原因有关：

1. 印尼制造商减少扣件生产并开始进口扣件。
2. 印尼机械制造商增加其国内生产，所以这些产品的进口就减少了。
3. 对想进口所需机械的印尼制造商来说，中国已经被其他国家取代。

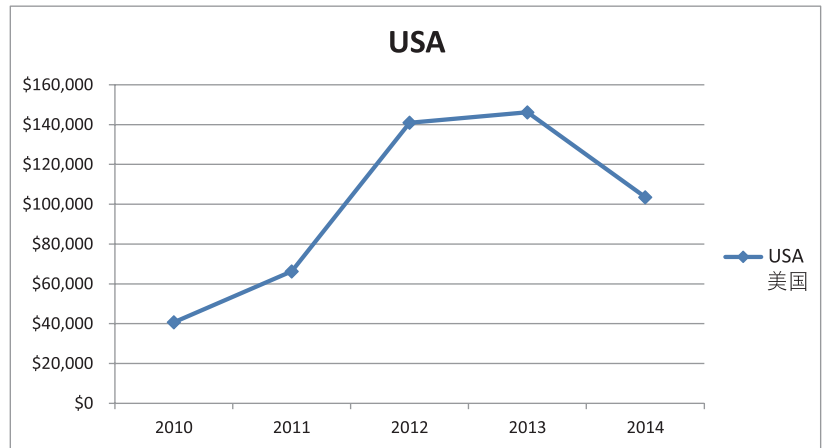
此外基於上述几个理由，中国机械制造商似乎在印尼逐渐流失潜在市场。

2-5 泰国

泰国身为东南亚重要门户之一，其持续成长的经济奠基於进步的制造业，尤其是汽车和电子生产领域。这对想要强化或在繁荣的东南亚区域占有一席之地的扣件供应商来说是非常令人兴奋的商机来源。

2015年的泰国市场看起来与印尼很像。都在2015年前3季出现机械进口下滑的现象(见下页图表)。

China's Export Value 中国出口值					
Importer 进口国	2010	2011	2012	2013	2014
USA 美国	\$ 40,670	\$ 66,304	\$ 140,972	\$ 146,192	\$ 103,533
Growth Rate 成长率	—	63.0%	112.6%	3.7%	-29.2%

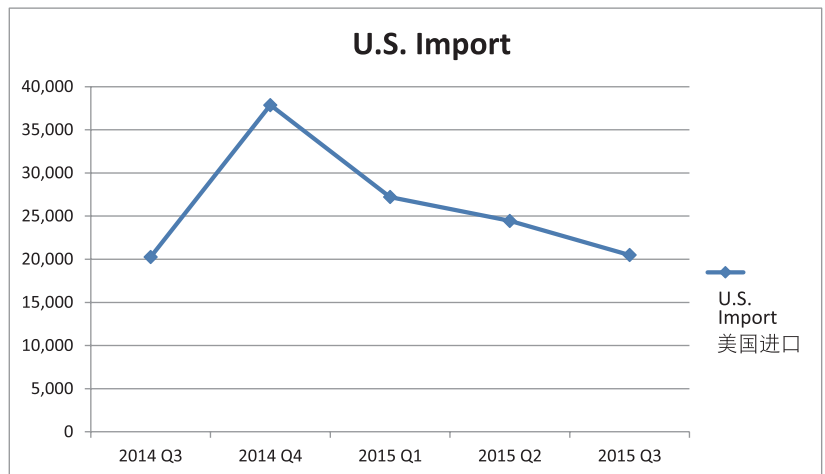


The question is why U.S. import growth stopped in 2013 and dropped in 2014?

In 2012, Hal Sirkin, a senior partner at the Boston Consulting Group Inc, believed that improved U.S. competitiveness and rising costs in China will put the United States in a strong position by around 2015. The statistics show that his prediction is correct.

2-3-1 Is U.S. Import Growth Rate Also Negative in 2015?

U.S. Import 美国进口	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	Total Q1-Q3 of 2015
	20,255	37,862	27,215	24,451	20,488	72,154

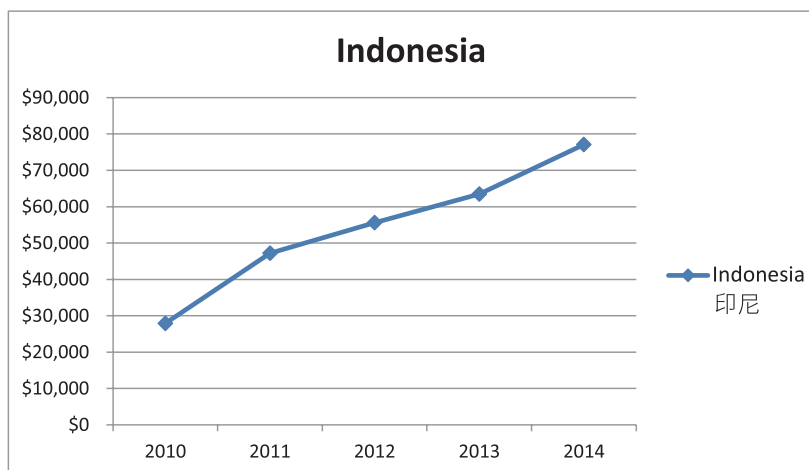


The figures above emphasize the negative growth rate of imports in 2015.

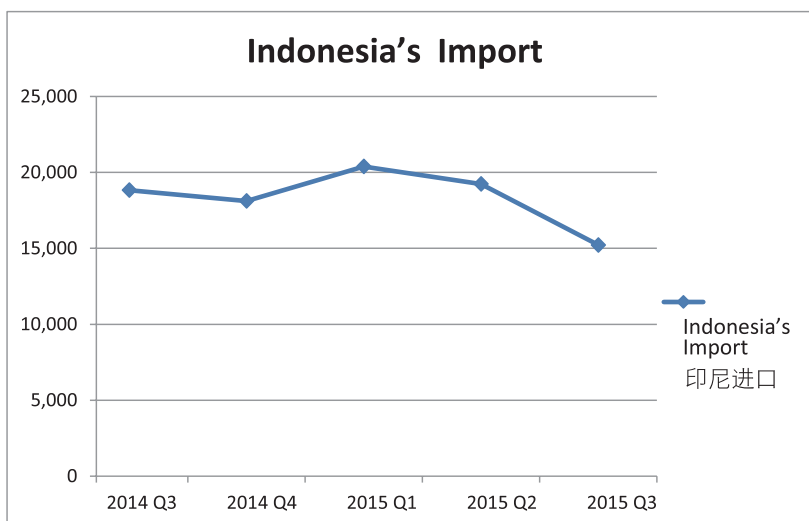
2-4 Indonesia

Economic growth and industrialisation in emerging markets like Indonesia is expected to drive demand for fasteners over the next six years, added the new "Global Industrial Fasteners Market Analysis, Size and Segment Forecasts to 2020" released by Grand View Research, a U.S.-based market research and consulting company. The following statistics also confirm this statement.

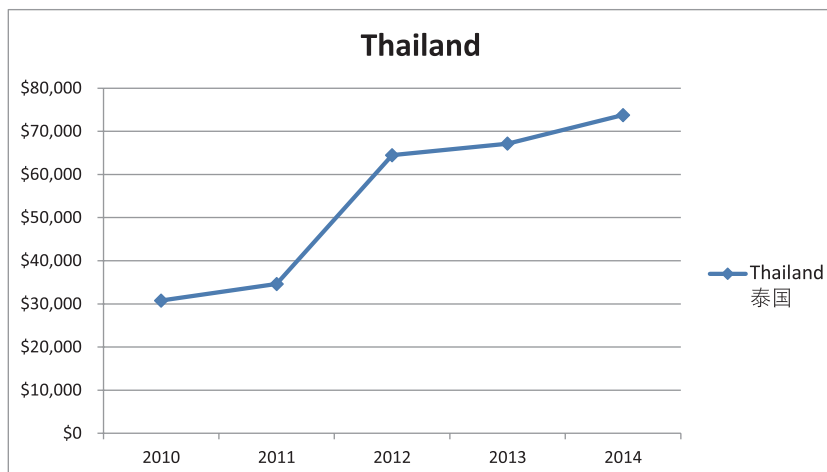
China's Export Value 中国出口值					
Importer 进口国	2010	2011	2012	2013	2014
Indonesia 印尼	\$ 27,893	\$ 47,210	\$ 55,615	\$ 63,470	\$ 77,084
Growth Rate 成长率	—	69.3%	17.8%	14.1%	21.4%



Indonesia's Import 印尼进口	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	Total Q1-Q3 of 2015
	18,836	18,120	20,393	19,235	15,224	54,852



China's Export Value 中国出口值					
Importer 进口国	2010	2011	2012	2013	2014
Thailand 泰国	\$ 30,772	\$ 34,610	\$ 64,478	\$ 67,151	\$ 73,767
Growth Rate 成长率	—	12.5%	86.3%	4.1%	9.9%



It is obvious that when the fastener market expanded, the related machinery market spread. However, statistics in each of the three quarters of 2015 did not show growth from its previous quarter. This difference may be due to some matters:

1- Indonesian producers reduced their fastener production and imports of fasteners have begun.

2- Indonesian machine manufacturers increased their domestic production, so the import of these goods decreased.

3- China has been replaced by another country for Indonesian producers to import their required machines.

By the way, for each of the reason above, it seems that Chinese machine producers are losing their potential market in Indonesia.

2-5 Thailand

Thailand is positioned as a gateway to Southeast Asia. Its growing economy is built on a progressive manufacturing sector with particular strengths in automotive and electronics production. This presents exciting opportunities for fastener suppliers looking to strengthen their position or establish a foothold in the vibrant Southeast Asia region.

In 2015 the market in Thailand looked like that in Indonesia. Import of machines dropped in the first three quarters of 2015 (See the following graph).

2-6 The Rest of the World

Global industry analysts currently released a comprehensive global report on the industrial fasteners market. The global market for industrial fasteners is forecast to reach US\$81 billion by 2018. Key factors fuelling the market growth include revival in motor vehicle production, increased demand from developing regions, and potential growth in construction, electrical and electronic, and aerospace sectors. Fasteners are also in high demand in the manufacture of electrical oriented products, such as lighting and wiring devices, home appliances, and construction equipment.

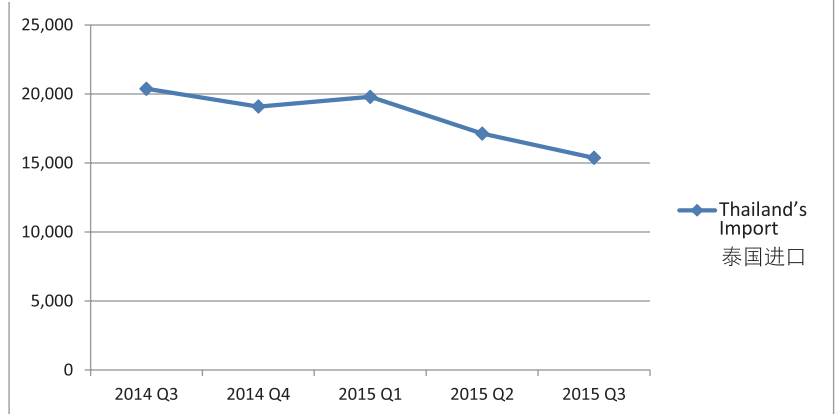
However, it seems that China is gradually losing its power in this industry if evaluated on a quarterly basis.

Which Country is the Supplier of China in the Fastener Making Machines Field?

In a glimpse, fastener manufacturing machines suppliers of China are included in the following table. Details will be provided in the next article.

Thailand's Import 泰国进口	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	Total Q1-Q3 of 2015
	\$20,375	\$19,082	\$19,787	\$17,124	\$15,362	\$52,773

Thailand's Import

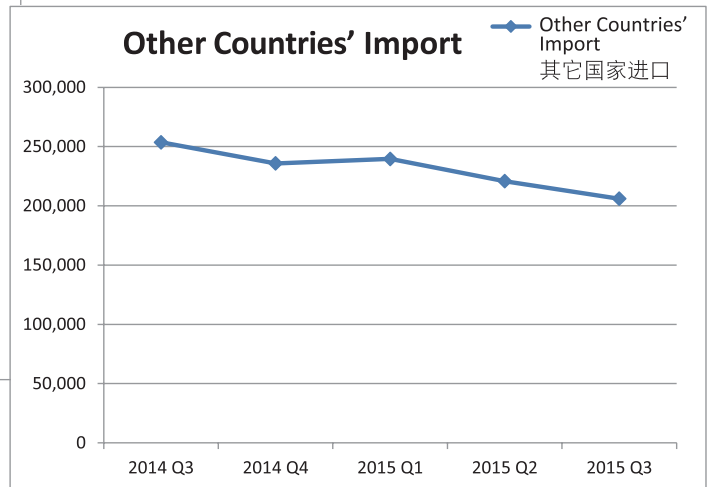
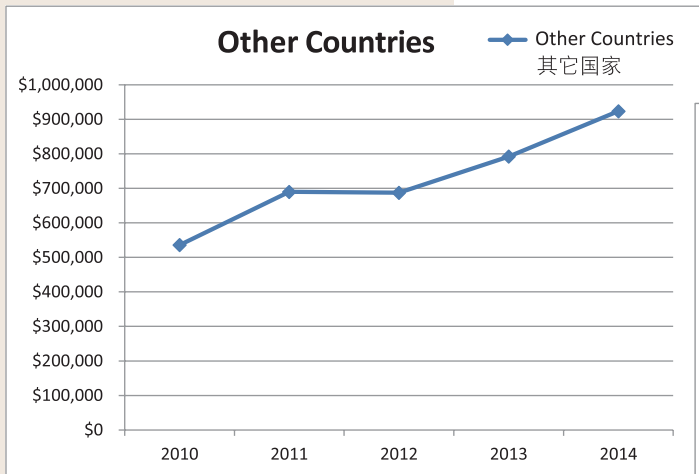


2-6 其他国家

全球产业分析师近期针对工业扣件市场发表一份全面性的全球报告。全球工业扣件市场预计到2018年会达到810亿美元规模。刺激市场成长的关键因素包括汽车生产回温、来自开发中区域的需求增加、建筑/电子/航太产业的潜在成长。电子相关产品(例如照明和配线设备、家电和建筑设计)的生产对扣件都有高度需求。

不过若以季度来看，中国似乎正在慢慢丧失在该产业的影响力。

China's Export Value 中国出口值					
Importers 进口国	2010	2011	2012	2013	2014
Other Countries 其它国家	\$535,902	\$689,800	\$687,467	\$792,144	\$923,775
	—	28.7%	-0.3%	15.2%	16.6%



3. 在扣件生产机械领域中，有哪些国家是中国的供应来源？

简单说一下，中国的扣件生产机械主要进口来源见右表，细节将在下一篇文章中介绍。

Other Countries' Import 其它国家进口	2014 Q3	2014 Q4	2015 Q1	2015 Q2	2015 Q3	Total Q1-Q3 of 2015
	\$253,669	\$235,814	\$239,639	\$220,815	\$206,068	\$666,522

China's Import Value (Thousand USD) 中国进口值					
Exporter 出口国	2010	2011	2012	2013	2014
World 全球加总	\$ 2,418,388	\$ 3,523,013	\$ 3,113,546	\$ 2,717,636	\$ 2,437,265
Germany 德国	\$ 745,348	\$ 981,355	\$ 739,656	\$ 700,793	\$ 627,446
Japan 日本	\$ 556,614	\$ 973,003	\$ 821,495	\$ 582,559	\$ 433,759
South Korea 南韩	\$ 215,010	\$ 268,688	\$ 256,321	\$ 242,764	\$ 265,663
Taiwan 台湾	\$ 333,555	\$ 338,166	\$ 279,521	\$ 280,105	\$ 256,449
U.S.A. 美国	\$ 136,521	\$ 229,526	\$ 286,297	\$ 253,078	\$ 205,613
Italy 义大利	\$ 164,357	\$ 168,354	\$ 218,514	\$ 185,561	\$ 164,151
Switzerland 瑞士	\$ 53,249	\$ 137,135	\$ 89,615	\$ 121,695	\$ 102,727
Other Countries 其他国家	\$ 213,734	\$ 426,786	\$ 422,127	\$ 351,081	\$ 381,457