

“2015 Review and 2016 Prospect” of Global Fastener Association Presidents

arranged by Tanya Shih, Fastener World

In this issue, we are very pleased to include interviews with 6 presidents of fastener associations from China, Taiwan, Japan, and Italy. They shared with us their viewpoints and prospects toward the fastener industry as

useful ideas for other players in the fastener industry to figure out their next steps and where they should go in the future.

Interview with CMCA President Jin-yao Feng— “Crises Could be Opportunities”

In 2015 Chinese fastener industry had a difficult time and demonstrated weak performance and overcapacity. Although in this condition Chinese fastener industry did not grow strongly as expected, it still had minor growth as reported in the latest (Jan.-Oct.) statistics. A growth of 2% was expected for 2015, but President Feng thinks the industry should consider the statistics a warning and cooperate with the government to make the fastener industry more refined and stronger because crises could be opportunities.

As a result, President Feng proposed 3 suggestions:

How Could the Fastener Industry Become More Refined and Stronger?

If fasteners are the driving force for the manufacturing industry, materials are then the key supporter for this driving force. One cannot make bricks without straw. If the industry relies on import too much, it will be hard to realize the goal of industrial upgrade. For example, “Taiwanese fastener industry has been cooperating with its upstream steel plant China Steel Corp for so long and regularly holds production and sales meetings for companies to smoothly report production and sales problems to China Steel Corp which will then propose solutions. This keeps the whole industry in good communication with each other. Therefore, the discussion is not limited within the fastener industry. The fastener industry has started to invite cooperative steel companies such as Baosteel, Magang Group, Xing Steel, and Angang Steel to negotiate and establish technical cooperation. This not only can upgrade the fastener industry but also provides approaches to improvements for steel companies, creating increasing supply and demand. In the Chinese market, there have been recently 30 steel plants capable of making cold headed steel.

If the fastener industry could enhance cooperation with these steel plants, I believe it will lead to the best condition. In the beginning of 2016, the Association has announced that secretary Shih-hong Wan will represent it to attend the annual meeting of China Steel Industry Association for reporting on Chinese fastener industry.”

Diversification in the Fastener Industry

On many occasions President Feng has been promoting the R&D of high value-add products as a key to fostering industrial development for several times. Currently the automotive and aerospace industries seem to be the rising stars for the fastener industry. Does it mean high-end development is only limited to



独家专访:全球扣件协会理事长 『回顾2015年,展望2016年』

企划 / 惠达 施淳真

本期惠达杂志专访了中国、台湾、日本及意大利等扣件市场的6位大家长,请他们发表紧固件市场的见解及展望,期望在需求普遍紧缩的2015年后,为紧固件业的伙伴提供有力的方向及信心!

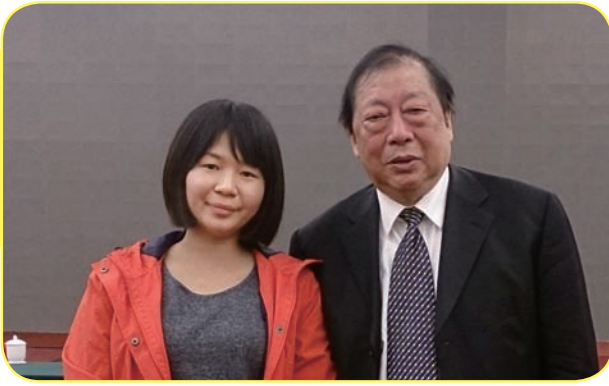
中国机械通用零部件协会紧固件分会 冯金尧会长 — 「危机即机遇」

2015年全行业面临着景气及产能过剩的困境,中国紧固件业在此条件下虽不如初期评估的强势成长,但依当前(1~10月)统计仍有微幅成长的成绩,相信2015年应当有2%的涨幅,然而冯会长认为同业应将此数据视为警示,配合国家方针使中国紧固件业得以「舍粗、做精强」,因为危机即机遇。

为此,冯会长提出:

紧固件如何做精、做强?

我们都说紧固件为工业之米,那么材料就是支撑工业之米的关键。若原料面一直仰赖进口,就好比『巧妇难为无米



President Feng and Fastener World's correspondent
笔者与冯金尧会长合影

the automotive or aerospace industry? Answering this question, Feng emphasized that the industry should not just focus on a single industry sector, but on various ones. The fastener industry is vast, and Chinese fastener industry should try to become the top in construction, machinery, household appliances, electronics, automobile, high speed rail, aerospace, wind power markets. Each company should evaluate its strengths and improve products and service quality and increase the added value of products based on its advantages.

The growth of the global fastener industry has been slowing down since 2015. In this recession I've heard that a few Taiwanese fastener companies shut down their plants. In fact, the same situation can be observed in China. However, if you look deeper you will know those companies have problems regarding blind investment, financing, and unclear market segmentation. This slowdown is expected to continue until mid-2016 and only companies with strong corporate structure can go through the tough times.

Acquisition May be a Good Way to Enhancing the Industry

Currently there are over 2,000 fastener companies in China, each of which annually produces over USD 20 million worth of fasteners. Among them, there are also more than 300 companies, each of which annually produces over USD 100 million worth of fasteners. In 2014 Shanghai Prime Machinery Company Limited acquired Nedschroef, making it successfully get a firm presence in the global fastener market by combining machinery with fastener manufacturing. In the future, manufacturers should cooperate with steel plants for upgrade in production lines, and gain more market share through upgrading products and service. They can also develop large scale and core companies by means of acquisition to lead the industry and enhance industrial competitiveness as well as market shares!

At the end of this article, Fastener World Magazine would like to thank President Feng for his time for this interview. Feng said he appreciated friendship with any industry and market and would like to actively exchange views with U.S., European, Italian, Taiwanese, Japanese, South Korean, and Brazilian markets as well as fastener associations.

之炊』，也难以实现产业升级的目标。具体而言，台湾扣件行业长期与上游钢厂如中钢合作，定期召开产销会议，使企业得以顺利将不论是生产面或是销售面的问题反应给中钢，并由中钢提出解决方案，整体产业保持良好交流。为此，行业内除一致探讨亦开始邀请有宝钢、马钢、邢钢、鞍钢等与螺丝行业密切配合的钢厂坐下来商讨及配合技术合作，这不仅只是紧固件业的升级，同时也带给钢厂提升的路径，使「供需共进」。环顾国内已有30家有能力强生产冷镦钢钢材的钢厂，若能加强与这些钢厂的互动，相信能起到一个最佳的状态。2016年初，协会也已确定委派代表出席中钢协的年度会议，进行我紧固件行业的报告。

错位发展，紧固件全领域前行

冯会长在很多场合上极力推广「发展高附加产品是行业振兴发展的关键」的思维，眼下汽车与航太为紧固件业的趋势新星，好似讲高端、谈发展就非汽车或航太不可？对此，冯会长于专访时深入说明，呼吁全行业切勿朝向单一领域发展，而是要「错位发展」，紧固件市场浩瀚，中国紧固件业要走的是建筑、机具、家用、3C电子、汽车、高铁、航太、风电等全行业的顶尖，各厂应审视自身体质，依自身优势进行产品及服务层面的提升，拉高产品附加价值。

2015年全球紧固件行业普遍放缓，在这波低迷中，听闻台湾同业已有关厂消息传出，其实，国内亦是同样情况，但若深入追查就会知道那些企业存在有盲目投资、资金周转、定位不明等特质。展望2016年，预估这波景气将持续至年中，唯有体质强健才能挺过低潮。

并购不失为强建产业的良方

目前年产值2,000万人民币以上的中国紧固件企业超过2,000家，其中达1亿人民币的厂家亦有300多家。2014年上海集优公司并购荷兰商内德史罗夫，以机械设备结合紧固件生产端的强强联手模式，成功站稳全球紧固件市场。未来，除透过与钢厂配合来达到「生产端」的升级，透过产品及服务品级的提升辟出「市场面」的渠道，亦可以尝试透过并购的方式，培育产业内的规模企业、骨干企业，引领行业前行，强建产业竞争力及市占率！

语末，惠达杂志特别感谢冯会长拨冗接受采访。冯会长亦表示对各市场的友好，积极与包含美国、欧洲、义大利、台湾、日本、韩国、巴西等市场及紧固件同业的交流。

Interview with TIFI Chairman Anchor T. H. Chang

Prospects of the Global Fastener Market

by Tanya Shih, Fastener World Inc.

This article combines my phone interview with Chairman Chang and his speech in the meeting. Looking ahead to the prospects of the international market conditions, Chang said, "Even with sluggish global market conditions and decreased order intakes of some companies, some European fastener companies boldly predicted that the global fastener market value will grow 80% from USD 72 billion in 2013 to USD 120 billion in 2023. Moreover, the latest industrial fastener market report released by Grand View Research also pointed out that the global industrial fastener market demand will reach USD 104 billion by 2020. With the national economic and manufacturing growth in the U.S., China, Brazil, Russia, Poland, and India, the building industry in these countries will continue to grow and drive the demand for fasteners."

The Sustainable Path for the Fastener Industry- "Innovative R&D/Upgrade/Transformation to Build Taiwan as an Automotive Fastener Kingdom"

Taiwanese fastener industry has safely been through the global financial crisis and electroplating plant shutdowns crisis. Each crisis led our industry to the path of growth and made us more flexible! Taiwan's materials and electroplating costs are on average 20%-30% higher than those of its competitors, and thus its general fasteners will gradually lose the market competitiveness unless the affected companies decide to relocate westward or southward to maintain competitiveness. Chairman Chang thinks that all companies should learn something from these crises: "For the future, I suggest everyone should enhance R&D based on respective core capability and upgrade or transform to create higher-end products such



as automotive fasteners and other products with market segmentation, or they can make long-term transformation plan to develop aerospace and medical products to increase added values."

The world's largest fastener cluster is in Taiwan. Taiwan's fastener R&D capability and manufacturing techniques of wire rod, wire drawing, production, machinery, surface treatment, inspection, packaging and shipment have been all recognized by the world. Chang said, "Taiwan is known as the Kingdom of Fasteners. Compared with other fasteners in the global supply chain, Taiwanese fasteners are at the intermediate-to-high level, which means there is still room for improvement. Automotive fasteners account for as high as 28% of shares in global usage. In the future we will focus our development on the automotive industry and build Taiwan as an "automotive fastener kingdom" to level up the brand value of Taiwanese fasteners."

Innovative R&D/Upgrade/Transformation is the only way to industry sustainability. Chang suggests member companies should get prepared in advance and actively turn to in-plant development (such as acquiring certificates and patents) during the time when purchase orders are less. Chang stressed the importance of members' attention to the development of anti-dumping measures and their compliance with Certificate of Origin regulated by the government to avoid EU's suspicion on the validity of Certificate of Origin of Taiwanese fasteners. The future of Taiwanese industries requires everyone's mutual efforts and cooperation!



台湾螺丝工业同业公会 张士火理事长

本篇整合会议前笔者致电访问及TIFI年会上张士火理事长所做发言。展望国际情势，张理事长表示：「即使受全球景气低迷影响，部份同业订单减少，但获欧洲同业大胆预测全球螺丝市场将可从2013年的720亿美元成长80%增加到2023年的1,200亿美元；另一方面，美国市场研究公司Grand View Research发布最新的工业用螺丝市场研究报告指出，到2020年全球工业用螺丝市场需求将达1,040亿美元，且随着美国、中国、巴西、俄罗斯、波兰和印度等国家经济的增长以及工业的发展，这些国家的建筑业也将继续保持成长，并进一步带动螺丝的需求。」

台湾扣件产业永续之路— 「创新研发、升级转型，将 台湾打造成汽车螺丝王国」

走过全球金融海啸、渡过电镀厂危机，每经历波折，更能使台湾螺丝产业迈向成长、越趋强韧！台湾原材料及电镀成本远高于竞争对手20~30%，一般性螺丝产品失去市场竞争力，除非加码西迁或南进投资来维持竞争力。张理事长认为大家应该从这些事件上得到省思：「在未来，建议大家应依各公司的核心能力来加强研发，升级转型创造更高级的产品，如机动车辆螺丝等具有差异化的产品，或者长期规划转型来研发生产航太、医材等产品，以提升产品附加价值。」

全球最大的螺丝聚落就在台湾，乃至线材、抽线、螺丝制造厂、机械设

备、表面处理、检验、包装出货，台湾扣件产业的研发能力及制造工艺有目共睹。理事长表示：「台湾有螺丝王国美称，然而将台湾扣件放进全球供应链中，台湾介于中上等级，代表仍有成长的空间。车辆用扣件占全产业用量28%的高比例，未来将以汽车产业为发展目标，将台湾打造成『汽车螺丝王国』，让台湾扣件的品牌价值再上一层。」

创新研发跟升级转型是产业永续的不二法门，理事长勉励会员厂商不妨善用订单趋缓时期，积极转向厂内发展，如认证、专利的取得，提前做好准备！因为至关重要，理事长不忘再次呼吁会员厂商应重视反倾销议题的发展并配合政府的原产地证明规定，以杜绝欧盟海关对台湾螺丝产品原产地证明的质疑。台湾产业的未来，需要行业内的大家携手共进！

Interview with TFTA Chairman Bill Chen

Taiwanese Fastener Industry Demonstrated Resilience in 2015

by Tanya Shih, Fastener World Inc.

Fastener World Magazine is pleased to invite TFTA chairman Bill Chen again for review and prospects of the global fastener industry. 2016 is also the first year in Bill's renewed terms of office. He and all the other committee members of the association will bring more industrial knowledge and give more activities for TFTA members.

Q1: Back in mid-2015, a wave of business shutdown occurred in Taiwanese fastener industry due to the impact of the global recession. How would you analyze this result? How would you describe the situation of 2015?

Since the beginning of 2015, I heard almost all companies in the industry ended up with a 20-30% of orders drop as a result of the global excessive steel capacity, continuous wire price decline, and exchange rate fluctuations of Japanese yen and euro, which are major export destinations for Taiwanese fasteners. Indeed, in such a long recession, there were companies shutting down due to the impact, but if we analyze and look into this matter from another aspect, we should recognize the resilience of Taiwanese fastener industry.

As we know, the lead times of fastener production usually fall within 2-4 months. If Taiwanese fastener industry was not strong and healthy enough, in the second quarter of 2015

we should have felt the contraction of demand which had started since the end of 2014. However, the export figures in the first nine months of 2015 remained flat as in the previous year. The export volume even slightly grew 1.231%, while the export value merely dropped by 0.296%. The export to the U.S. even grew more than 5% and the drop was mostly derived from Germany.

Q2: What is the next step for fastener trade in 2016?

2016 will remain a tough year, but I believe Taiwan has enough ability to react to any difficulty that will come. As Taiwan is an island economy, most companies know the concept of not putting all eggs into one basket. I suggest companies should not concentrate on a single market because business is dynamic. The European market in 2015 might look dim, but the U.S. market might be developing really well.

I won't particularly recommend a certain market or point out a specific industry with growth potential, because building houses still require the use of fasteners even if the demand for automotive, railway, and aerospace fasteners is increasing. Fasteners used in any industry sector are all important. "Innovation" can be in production, selection of materials, or specifications, which are all for creating more competitive values. On the other hand, "business transition" does not necessarily mean the abandonment of tradition. Instead, it means shifting your business via integrated production and sales

networks as well as corporate alliance in order to earn more market shares.

Q3: How would you regard the future development of the following matters in 3 major fastener markets (incl. extended AD measures against certain carbon steel fasteners originating in China, Volkswagen's Emission Scandal, and the "Made-in-USA" policy)?

The conditions for launching a dumping investigation or terminating an AD measure in the EU are very stringent and cannot not be dominated by a single country. Although China has filed an objection against EU's continuation of AD duties on carbon steel fasteners, the AD measure is very unlikely to be terminated in the short term. I suggest companies should turn their worries into actions to make more differences in products and markets. As far as the fastener industry is concerned, Volkswagen's emission scandal is an incident only affecting a small number of Volkswagen's suppliers and thus is less likely to affect the whole automotive supply chain. What is important is that the companies able to supply Volkswagen have good corporate conditions. Hence, I don't think the scandal will affect their business in the long term.



台湾螺丝贸易协会(TFTA)-陈建宇理事长

回顾2015年，肯定台湾螺丝业的强韧体质

很荣幸再次邀请台湾螺丝贸易协会陈建宇理事长与业界伙伴一同回顾并展望全球扣件产业动态。2016年也是陈理事长连任后任期中的第一年，他与协会所属各委员会干部将带给会员更多的产业新知以及举办更多的交流活动。

从2015年初开始，一方面受到全球钢铁产量过剩、线材价格持续走低影响，一方面受到日本、欧盟等台湾扣件出口大国汇率波动影响，听闻业内几乎都有订单量下滑2~3成的情况发生，在长时间的低迷气氛中也确实有厂商受到震荡而歇业，然而若从其他层面切入、进行分析，我们反而更应该肯定台湾螺丝业的强韧体质。

其一、我们都知道螺丝制造的交期大致落在2~4个月，若台湾扣件产业不够健全，这波从2014年底开始的需求紧缩，照理说应当在今(2015)年第二季就可明显感受，但从台湾2015年1~9月扣件出口数据显示与去年同期相仿，甚至出口量仍有微幅成长1.231%，出口值微幅下滑0.296%。其中，美国甚至取得5%以上的成长，跌幅主要是受到德国的影响最大。其二、从螺丝产业抗跌的结果看来，或许也可归功于欧洲大力清查违法转运情事，除能使投机取巧的厂商从交易市场中无所遁形，也可以使真正MIT的产品回归到台湾的出口成绩上！

2016年仍是艰辛的一年，但我相信台湾有足够的力量去因应！台湾属于岛国经济，厂商大都有分散市场的观念，建议各厂勿集中单一市场，生意是活的！今年或许欧洲市场不乐观，但或许美国市场正大放异彩呢！

我不会特别推荐什么市场，或去说哪些产业才有发展性。因为不会因为汽车、铁道、航太螺丝正夯，盖房子就不用螺丝了！各个领域的螺丝都能发光！所谓的「创新」，可以是制程的创新、材质的创新、规格的创新，去创造更具竞争力的价值；而「转型」并不一定是抛下基础，反而可以透过

As mentioned before, by dispersing markets to reduce business risks, one can correspond with certain long-term national policies such as the "Made-in-USA" policy. Companies must understand that each product corresponds with the demand of its appropriate market. Evaluate your characteristics and you may achieve a more proper market deployment than before.

Q4: What is in TFTA's 2016 event calendar?

In addition to multiple training sessions and gatherings of our chapters, in 2015 TFTA led a group of members to attend Fastener Fair Stuttgart and National Industrial Fastener & Mill Supply Expo. In the same year it was also invited to attend EFDA annual convention in Germany. In 2016 TFTA will not only continue on the training sessions and gatherings with partnered associations around the world, but will also plan to organize a trade delegation comprising TFTA members for a visit to overseas companies.

产销合一、企业结盟等经营模式的转行去争取市占。

欧盟反倾销案的立案及撤销，条件严谨也并非单一国家能够主导，虽然中国当局针对碳钢扣件课提出复议，但短期内仍无解除的可能；建议厂商应将担心化为行动力，拉开产品及市场差异性。对螺丝产业而言，福斯造假案仅为单一事件，受波及的也是少数的专属供应商，不致影响整体汽车产业的供应链，重要的是，有能力供应福斯厂的厂商都有体质良好的特质，相信不会影响其营运！

如同前面所说，分散市场、降低营运风险，就能够因应像美国制造政策这样的长期性国家方针；然而厂商也必须清楚，不同的产品都有其迎合的主力市场，审视自己的特色，进行市场布局会更为恰当。

2015年除了多场教育训练讲座及各地区联谊会，协会亦组团参加德国司徒加特展、美国拉斯维加斯螺丝展，及受邀参加德国EFDA年度大会。2016年除了延续既有的教育训练及国际友会的联谊外，也计画组织贸访团，带领会员进行海外企业参访！除此，协会亦已顺利向政府取得展览补助额度提高，会员厂可善加利用！也欢迎会员，甚至螺丝同业伙伴多参与技术及贸易的心得交换，也能透过各委员会委员长取得协会相关资讯，本届秘书长为恒懋公司吴聪国、国际委员长为宝辉公司林宝文、教育委员长为丰益公司黄耿雄、服务委员长为久耐锈公司尤箔群。



Interview with UPIVEB President Sergio Pirovano

U.P.I.V.E.B. – Unione Produttori Italiani Viteria e Bulloneria, the Italian Association of fastener manufacturers - was established in Milan on November 28, 1961 as a non-profit organization gathering the main Italian manufacturing companies specialized in the production of fasteners. Currently, the number of member companies are approximately 40 and represent about 70% of the overall Italian business in this area, and their production covers the whole range of CN code 7318 products.

In a globalized market as the current one, I think that competition must be fair and constructive in order to reach our common goals, which is consisted in development, environmental protection, and social well-being. Today, the most important industrial areas in which fasteners are used and applied are the automotive and the building/



construction industries- "Made in Italy" fasteners are widely used and applied all over the world, especially in Europe, Asia, the United States, and South America.

In the last few years, the Italian fastener manufacturers have been constantly obliged to meet the requests and the needs of their customers. These customers have invited their Italian suppliers to follow them in their production investments around the world. Therefore, the Italian fastener industry tends to conform to the current market requirements as much as possible. The Italian fastener manufacturers can rely on a long-standing culture of automobiles and engines, and our member companies, too, tend to develop their R&D departments, since they aim at further improving and upgrading the products they supply to the these industrial sectors.

All Italian fastener manufacturers have a deep knowledge of the remaining 65% of the market that does not include the automotive industry, and try to meet its requirements by upgrading and conforming their technology to the development of those markets. In Italy, we have always produced and distributed high-quality products. As a consequence, our peculiar characteristic is that customers are increasingly asking us that the products we supply are in a position to meet any specific standard. As President of UPIVEB, I make myself available to all our members and to the whole fastener production chain to devise and develop system and development strategies aimed at protecting employment, lifestyles, and all our common goals, for the purpose of promoting the growth and the strengthening of the industrial fabric we have constructed with a great deal of sacrifice in our country.

We have succeeded in getting out of the 2009 crisis, which caused a lot of disasters and failures in our industrial world. Naturally, after a storm the weather is clearing up again, and presses and machines have begun to produce again. I think it is incorrect to talk about a 2014 on the rise and a scarcely performing 2015. In my opinion, the new challenge for fastener manufacturers all over the world is today affected by several factors, last but not least the migration issue, which is likely to lead to developments that are quite different from those we expected. Therefore, we must be prepared to cope with sudden economic and social ups and downs in the markets in which we are present.

Fasteners are a primary commodity used in a lot of assemblies, exactly like bread, rice and other products that nourish every day our populations. Global market, competition, and competitiveness have brought substantial changes in the structure of fastener production and

义大利扣件制造商协会(UPIVEB) Sergio Pirovano 理事长

义大利扣件制造商协会(英文简称UPIVEB)1961年11月28日于米兰成立。该协会为非营利组织,并由义大利主要扣件制造商所组成。目前协会约有40位会员,这些会员约占义大利扣件领域业务量的70%。他们生产CN编码为7318的所有扣件产品品项。

在目前全球化市场的框架下,我认为,为了要达到大家追求「发展、环保、社会福利」的共同目标,竞争必须是公平和具建设性。今日扣件产品最重要的使用和应用领域为汽车和建筑产业。义大利制的扣件也在全世界广被使用,尤其是欧洲、亚洲、美国和南美。

在过去几年来,义大利扣件制造商持续以符合客户要求和需求为首要。这些客户也邀请其义大利供应商跟随他们在全球进行投资生产。因此,义大利扣件产业也竭尽所能地去符合近期的市场要求。义大利扣件制造商可以倚赖国内汽车和引擎长久下来的发展基础,且协会会员也可以发展研发部门,因为他们的目标在进一步改善和升级提供至这些产业领域的产品。

所有义大利扣件制造商对于其他65%没有汽车产业发展的市场皆有深入了解,并透过升级及使技术符合市场发展现况并尝试去符合他们的要求。在义大利,我们持续地生产和批发高品质产品。因此,我们最特别的特征就是客户会持续地要求我们提供的产品是符合特定标准的。作为协会理事长,我对于协会会员和整个扣件产业链在系统构想开发和针对保护员工、生活等共同目标上态度相当开放,目的在于提升这个我们已经投入相当心血所建构出的产业能够成长且变得更加茁壮。

我们成功度过2009年让整个业界产生许多灾难和失序的经济危机。很自然地,在风暴肆虐后天气将再度转晴,目前机械的运作又开始步上轨道了。我认为说2014年经济呈现增长而2015年几乎毫无表现的说法是不正确的。依我看,全球扣件制造商的全新挑战受到许多因素影响,像是可能会导致未来发展超乎我们原先预期的移民议题。因此,我们必须准备好解决目前我们所身处市场上关于经济和社会的震荡。

扣件是许多产品组装所需要的必需品,就如同面包、米食及其他每日喂养千千万万人口的产品一样。全球市场、竞争和竞争能力已使扣件生产和批发厂商的结构产生非常重大的改变,并使其表现、产品和服务都有明显改善。当有公平竞争时就能驱使人们发挥与生俱来的竞争力。义大利市场也已经受到这些改变的影响。

扣件产业文化必须成长且必须创造出目标,提升各大洲一致发展的建设性对话。漫无目的的发展政策只会在全球产生负面结果。想想看人类对这个地球已经造成多少污染。因此,我认为我们应该考虑扣件产业在全球目标的和谐性,尤其要注意避免在全球我们有相关产业活动的区域创造出更多社会和经济灾难。



如各位所知，今(2015)年9月我们举办了一场主题为「挑战未来」的扣件世界大会，这也是首场只专注在扣件的全球性集会，效果也比预期来得好。会议到尾声时参与者也可获得许多关于业界动态和市场的重要资讯。我们目前也在规划相关产业、财务和有关政治的全新资料和沟通计画，并希望2016年能够再次举办。

distribution companies, and have led to a continuous improvement of their performance, their products, and their services. When competition is fair, it drives human beings to develop their innate competitiveness. The Italian market, too, has been influenced by this surge of change.

The fastener industry must grow in terms of culture, it must succeed in creating a constructive dialogue aimed at promoting a uniform development in all continents. Senseless development policies have brought only a lot of negativity in the world. Think about the pollution the human kind has produced in our planet. Therefore, I think that we should consider a harmonization of the global objectives of the fastener industry paying the utmost attention to avoid creating further social and economic "disasters" in the different regions of the world in which we act.

As everybody knows, we organized last year in the month of September the event "Fasteners Meetaly -Challenge the Future", the first world convention focused on fasteners, the results of which have gone beyond all expectations, and where, at the end of the meeting, all participants could receive important information concerning their activities and markets. We are now laying down a new information and communication project involving the industrial, financial, and political world, and we hope we will be able to organize it within 2016.

Interview with UDIB President Gian Marco Dalpane

UDIB (Unione Distributori Italiani Bulloneria, i.e., Italian Fasteners Distributor Association) is an association of Italian companies specialized in the distribution of fasteners founded in 1976. The purpose of the Association is to regulate and standardize the relations among fastener distributors and between national and international manufacturers. The Association is made up of natural persons, sole proprietorships, and commercial companies whose main activity and specialization is the distribution of fasteners (nuts, bolts and similar items). UDIB aims at promoting relations among the members and providing technical and regulatory support, thereby solving the problems encountered by the companies of this sector in a unified manner.

The most important Italian fastener market is the automotive one. Surely this market is leading the turnover of the Italian but also of all the European manufacturers. During this last year, the volume has been growing sensibly and this is helping the Italian economy to exit from the long-lasting period of crises. Furthermore, this market is difficult to be attacked by foreign competitors as it prefers safe parts at higher prices to risky items at cheaper prices. This characteristic has saved the Italian producers from the external attacks more than the antidumping duty application.

For this reason, we suggest our associates should improve their technical knowledge and always spread their capacity to more specialized fields. The low-price fastener market is not for an Italian business anymore, because there are always more Eastern companies that



have directly taken that space. These improvements are giving the Italian manufacturers and distributors the possibility to spread their sales to those markets that are directly connected to the European productive platforms. Frequently achieving the supply of one item that is fixed on an Italian or European car means automatically having incoming requests from many different countries where there is also demand for the same item. Niches in a global market are gradually disappearing one after the other, leaving space to improvements and attitude. The real challenge is to be ready and present as a small company in a local market giving the service that only big organizations can grant: the power of the global together to the presence of the local, we are going into a "GLOCAL" fastener market.

Surely the Volkswagen scandal has stopped the expectations of our whole market that was just waiting to be once again recognized as the only world leader, but I think that this problem, together with the lower expected increase in Chinese economy, will not block the market so strongly, as it is still pushed by a positive economic period after so many dark and difficult years in a row. It is also a matter of figures: the Italian economy has passed through 9 crises and decreasing years, even for the more pessimistic manager, this period MUST be balanced with an opposite sign!

So for the next 2016 year, I expect to see growing turnovers for almost all our associates and generally



for all the Italian fastener players. I suggest my colleagues should try to connect each other, possibly sharing their positive attitudes with the aim of better catching this growing "high speed train" that can really make the difference in market positioning in the next 5 years. So I'd like to end this interview with this sentence for the next 2016: Share Globally, Invest Locally, and Prepare to Grow, in two words "GLOCAL GROWING".

义大利扣件批发商协会(UDIB) Gian Marco Dalpane 理事长

成立于1976年的义大利扣件批发商协会(UDIB)是由一群义大利扣件批发厂商所组成。协会成立的宗旨是整合协调扣件批发商之间的关系及义大利国内和国际制造商的交流。协会组成成员都是在扣件(例如螺帽、螺栓和类似产品)批发领域有相关活动和专业的自然人、独资行号和商业公司。协会希望可以促进会员间的密切关系,并提供技术和法规支援,借此以一致的方式解决产业内企业所遭遇的难题。

义大利最重要的扣件市场在汽车领域。的确,该市场领域一直以来都主导着义大利甚或是欧洲所有制造商的营收表现。过去一年来,这方面的交易量呈现可观的成长,并协助义大利经济摆脱之前延续很久的经济危机纠缠。甚至,义大利市场对国外竞争者来说相当具有挑战性,因为它偏好虽然价格高但安全性高的产品,而非低价但相对高风险的产品。这项特征比起反倾销措施的实施还更能让义大利制造商免受外部竞争侵扰。

基于此理由,我们建议业界朋友应该改善自身技术水平并提升产能至更专业领域。以低价为竞争取向的扣件市场已非义大利企业所需要,因为已经有越来越多来自东方的扣件企业直接地分食这块大饼。这样的转变让义大利制造商和批发商有更大的可能将销售拓展至与欧洲生产平台有直接

相关的市场区域。持续地供应某一部件给义大利或欧洲车厂安装使用,意味着会有更多来自其他国家也对相同部件有需求的订单源源不绝而来。全球市场上的利基正逐渐一点一滴地消失,创造出更多改善和态度修正的空间。真正的挑战是,做好准备让自身成为一间在当地市场规模虽小,但同样也能提供原本只有大企业才可提供的服务,这就是所谓的:「放眼全球、深耕当地」,我们正往这样的扣件市场方向发展。

当然福斯汽车最近的丑闻让我们原先对整个市场能再次成为全球唯一领航者的期望再次落空,不过我认为这个问题,加上中国经济成长比预期放缓,并不会大幅度拖累市场,因为在经历过那么多年的市场黯淡艰困期后,市场目前仍是呈现正向发展。这也可以从相关数据看出义大利经济安然度过9次市场危机和衰退年,即使是最悲观的经理人也认为,目前市场还是处于相对平衡的状态!

因此对于接下来的2016年,我预期几乎可以看到所有会员朋友和义大利扣件厂商的营收都会出现成长。我建议业界朋友应该试着去建立更多交流管道,尽可能地以正面的态度并赶上这个在五年内可能会出现不同市场定位的高速变化。因此我想要以一句话替2016的发展做为此文章的结尾:与世界共享、投资在地化并时时刻刻准备成长,也就是「具全球视野的在地化成长」。

Japanese Fastener Industry Performance During 2014 & 2015

by Yoshikazu Oiso, Managing Director of The Fasteners Institute of Japan (FIJ)

Introduction

This article will explore the Japanese fastener industry from 2014 to July 2015.

Briefly looking at the major changes in the Japanese economy, we can almost say that the structural challenge for Japan's economy has emerged as an obvious problem.

In 2014, Japan's economy demonstrated a trade deficit, stock price surge, and depreciated yen against appreciated US dollar, as a consequence of the government's 3 major policies incl. quantitative easing, breakaway from deflation, and economic recovery. Although the government has tried to support manufacturing equipment upgrade, equipment investment and wage raise by means of JPY 1-trillion-worth of tax cut and JPY 5-trillion worth of economic counter-measures, the country still cannot get rid of the influence from the domestic industrial recession.

Then, if we look at the Japanese economy in 2015, the country was still trending towards low consumption, shrinking domestic demand, and dull export performance.

It is generally considered that the final goal to reach a true economic recovery is still far away. On top of that, the slowdown in emerging countries and signs of their economic bubbling also make the recovery of Japanese economy an uneasy task.

Japanese Fastener Industry Condition in 2014

If we look at the automotive industry, the top source of demand for screws, the domestic capacity for 4 wheeled vehicles (passenger cars, trucks, and buses) in the full year of 2014 reached 9,774,558 units, which is 1.015 times the previous year's record (9,630,181 units). Table 1 shows the capacity for 4 wheeled vehicles.

Next, we will look at the number of new housing starts. The number in 2014 decreased by 10%, compared to the previous year which was heavily affected by the surging consumption demand prior to consumption tax raise. Compared to 2012 when the effect of consumption tax raise did not exist, however, the number in 2014 increased by 1.1%. Table 2 shows the number of new housing starts.

As for metal products (such as general machines, cars, automatic machines) with demand for machine tools, they all demonstrated a recovering trend. Consequently, the

专文：2014~2015年 日本螺丝产业状况

本文将概览2014年至2015年7月为止日本螺丝产业的状况。首先我们来看看日本经济大环境的变化，日本经济在结构上面临的课题已浮出了台面。2014年，日本经济由于政府的量化宽松(QE)、脱离通货紧缩、经济复苏这三大政策支柱，引发了股价走高、日元贬值、美金走高、贸易收入赤字等等问题。虽然政府透过规模达1兆日币的减税措施以及规模5兆日币的经济对策，期望在背后支援生产设备的更新、促进设备投资以及提高基本工资，但仍脱离不了国内产业的景气低迷。

接着我们再来看看2015年的日本经济，这一年的经济仍持续倾向个人消费的低迷、内需的缩小、出口走低趋势，一般的看法认为要走上这条真正的经济复苏之路相当困难。屋漏偏逢连夜雨，这时再加上新兴国景气放缓且出现泡沫化的迹象，日本经济的复苏似乎并不容易。

2014年日本螺丝产业状况

汽车业是对螺丝需求最大的产业，四轮车(小客车、卡车与巴士)在2014全年的国内合计产量为9,774,558台，是前一年同期(9,630,181台)的1.015倍。表1列出四轮车的生产台数。

接着我们再看看住宅动工的户数，2013年住宅动工在消费税调高之前受到大众消费需求大幅增加的影响，但到了2014年动工的住宅户数整体少了约10%。2014年的户数若与没有受到消费税影响的2012年相比，则增加了1.1%。表2列出新住宅的动工数。

Table 1. The Capacity of 4 Wheeled Vehicles in 2014 (表1、2014年四轮车的生产台)

Unit: Vehicle(单位：台)

Month(月)	Passenger Cars (小客车)	Trucks(卡车)	Buses(巴士)	Total(合计)
Full Year (1~12月)	8,277,070	1,357,654	139,834	9,774,558
Previous Same Period (前一年同期)	8,189,323	1,308,177	132,681	9,630,181
Year-on-Year Ratio (%) (对前一年同期的比率)	101.1	103.8	105.4	101.5

Table 2. The Number of New Housing Starts in 2014 (表2、2014年的新设住宅动工数)

Unit: one house(单位：户)

Month(月)	Total (总计)	Self-owned House (自有住宅)	House for Rent (出租房)	Residential Unit Distributed by the Government, Public Institutions or Companies (住宿配给)	House Built for Sale (分售住房)
Full Year (1~12月)	892,261	285,270	362,141	7,372	237,428
Previous Same Period (前一年同期)	987,254	352,841	369,993	5,272	259,148
Year-on-Year Ratio (%) (对前一年同期的比率(%))	90.4	80.5	97.9	139.8	91.6

Table 3. Order Intake Performance of Machine Tools in 2014 (表3、2014年机床工具的接单总额)

Unit: Million Yens (单位：百万日元)

Month(月)	Domestic Demand (内需)	Overseas Demand (外需)	Total Value of Order Intake (接单总额)
Full Year (1~12月)	496,391	1,013,006	1,509,397
Previous Same Period (前一年同期)	400,803	716,246	1,117,049
Year-on-Year Ratio (%) (对前一年同期的比率)	123.8	141.4	135.1



需要用到机床工具的金属产品、一般机械、汽车、电动机械的景气都出现了复苏的倾向，因此2014年的接单总额伴随内外需的增加，比前一期成长了35%。表3列出了机床工具的接单表现。

对螺丝有需求的主要产业之景气状况若排除掉机床工具，则与前一年

total value of order intake in 2014, coupled with the increase in domestic and overseas demand, increased by 35% from the previous year. Table 3 shows the order intake performance of machine tools.

Excluding the machine tool industry, other primary industries that have demand for fasteners were seeing flat or weaker performance compared to the previous year. Regarding the fastener industry that reflected this tendency, The Fasteners Institute of Japan estimated the total fastener capacity of Japan in 2014 at around 2.94 million tons, a 2% increase from the previous year. The production value merely increased by 2.1% to 844 billion yens. Table 4 shows the capacity changes as of 2014; Table 5 shows the changes in export volume; Table 6 shows the changes in import volume.

The Japanese Fastener Industry in 2015

Before we finished this article, we still did not have enough data to confirm whether the total production for the full year of 2015 would be able to remain flat with the previous year. This is because the industry is still affected by the demand of clients.

Table 4. Fastener Production

表4、螺丝产量

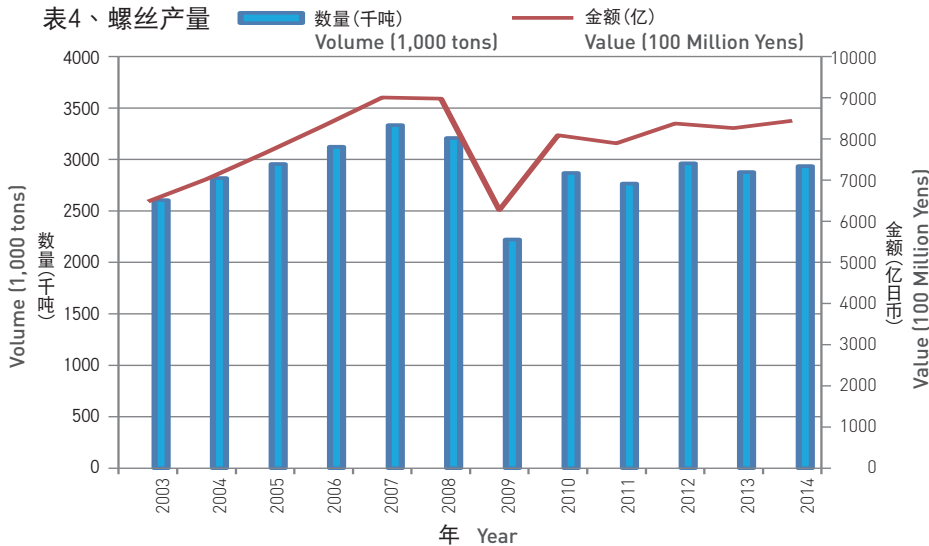


Table 5. Fastener Export

表5、螺丝出口量

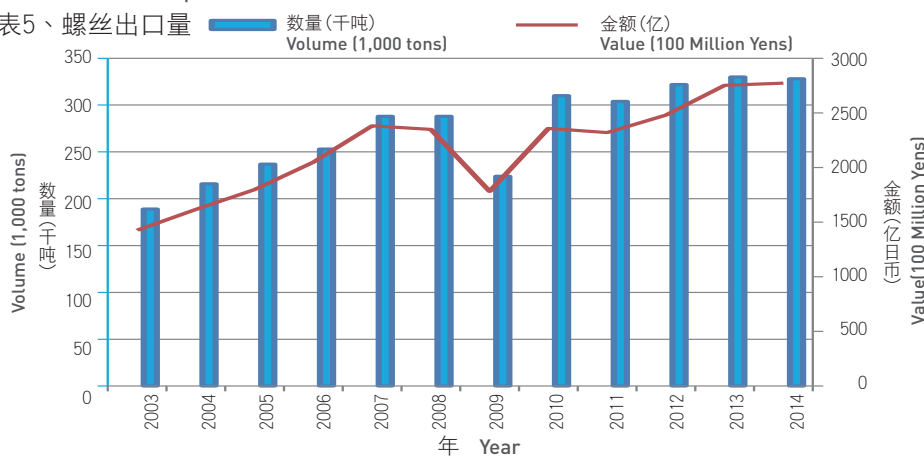
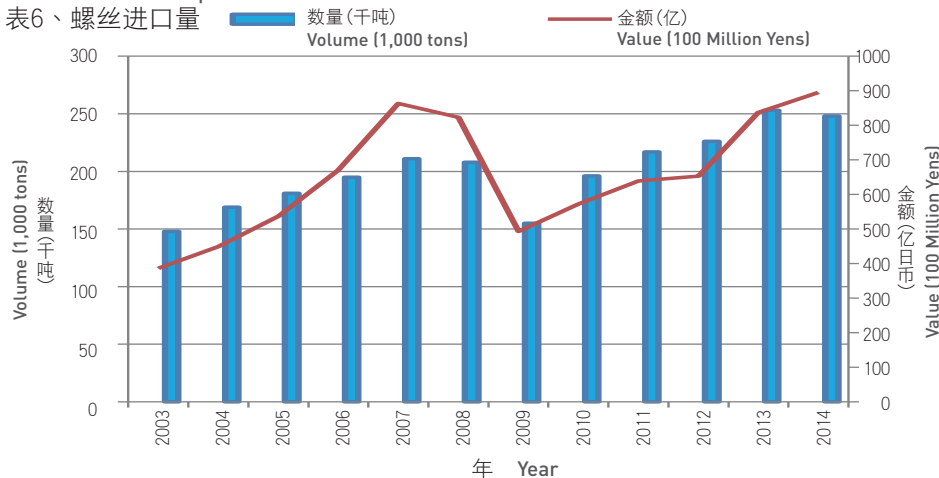


Table 6. Fastener Import

表6、螺丝进口量



持平或比前一年减少。本协会推算,反映出此倾向的日本螺丝产业在2014全年的产出量约达294万吨,比前一年增加了2%,在金额方面则达8,440亿日元,仅比前一年微幅增加了2.1%。表4列出2014年为止的产量变动;表5列出出口量的变动;表6列出进口量的变动。

2015年的日本螺丝产业

2015年日本螺丝的总产量仍无法断定是否能与前一年度的总产量持平,原因是目前仍会受到需求者动向的影响。

预测四轮车的产量在2015年会因为国内需求的低迷而落在500万台(预测产量将为前一年度的0.946倍),虽然海外产量预测会超越1,700万台,但若是看1至7月的生产表现则状况相当严峻,合计5,492,780台(为前一年度的0.921倍)。2015年1至7月的新住宅动工数合计只比前一年度增加了2%,未来的前景严峻,无法确保全年是否能达到90万户。机床工具方面则预测外需会增加,2015年1至7月的接单金额会达到921,097百万日元(为前一年金额的1.141倍)。这样的起伏都看在客户的眼中,因此本协会目前期许能确保今年的总产量能与前一年持平。(编按:2015全年日本扣件的统计数据将在2016年春季公布。)

累计本协会推算的2015上半年速报值,螺丝生产量达1,427,411吨,生产额达41,738,319万日元,比前一年度减少了约莫几个百分比。

As for the prospect for 4 wheeled vehicles in 2015, the capacity will land at 5 million units due to low domestic demand, whereas overseas production is expected to reach over 17 million units. Despite that, if we look at the production performance during January-July 2015, the capacity reached 5,492,780 units (less than the previous year by 0.921 folds),

which is an indication of severe situation. The number of new housing starts during January-July 2015 totaled 518,870 houses, a mere 2 % increase from the previous year, and thus we cannot assure that the number for the whole year will be able to reach 900 thousand houses. The machine tools industry, with its value of order intake at 921,097 million yens (1.141 folds more than the previous year) during January-July 2015, is expected to see increased overseas demand. All clients are aware of these ups and downs of the industry, and the Association thus expects the industry to maintain flat performance with the previous year. (Editor's note: Japan's fastener capacity statistics will be released in spring of 2016.)

According to the Association's sum of quick-release statistics, during January-June 2015 the Japanese fastener production volume reached 1,427,411 tons, and the production value reached 41,738,319,000 yens, which is a few percents down from the previous year.