

中国扣件厂东盟布局与挑战

Chinese Fastener Manufacturers' ASEAN Deployment & Challenges



Introduction

The fastener industry is integral to various sectors, including construction, automotive, and electronics, providing essential components that hold together machinery and structures. In recent years, Chinese fastener manufacturers have significantly expanded their presence in the Association of Southeast Asian Nations (ASEAN), a region comprising ten countries with a combined population exceeding 650 million and a GDP of over US\$3 trillion.

China's Fastener Industry Overview

China's fastener industry has experienced remarkable growth, establishing the country as a global leader in both production and export. The industry's expansion is characterized by advancements in manufacturing technologies, economies of scale, and a focus on both quality and cost competitiveness.

Analysis of China's Fastener Exports:

Table 1.

China's Export to	2019	2020	2021	2022	2023
World	6,419,104	6,959,809	9,304,668	11,178,859	9,184,552
ASEAN	952,116	1,410,205	1,405,086	1,796,354	1,457,601

Numbers in Thousand USD

The export data highlight significant trends in China's global and ASEAN fastener markets over the past five years (2019–2023).

- Global Exports:** China's fastener exports to the world grew steadily from 2019 to 2022, increasing from 6.4 billion USD in 2019 to a peak of 11.18 billion USD in 2022, representing a growth of approximately 74%. However, there was a noticeable decline in 2023, with exports falling to 9.18 billion USD — a decrease of 18% compared to the previous year. This drop could be attributed to global economic uncertainties, trade tensions, and supply chain disruptions caused by inflationary pressures and geopolitical factors.

- Exports to ASEAN:** Exports to ASEAN countries followed a different trajectory. The volume of exports rose sharply between 2019 and 2020, from 952,116 million USD to 1.41 billion USD, an increase of nearly 48%. However, this momentum stagnated in 2021 with exports remaining relatively flat at 1.405 billion USD. In 2022, exports surged again to 1.79 billion USD, reflecting a 27% increase. Interestingly, ASEAN exports fell to 1.46 billion USD in 2023, mirroring the global trend but at a slightly lower rate of decline (19%).
- Proportional Contribution:** The share of ASEAN in China's total fastener exports fluctuated over the years. In 2019, ASEAN accounted for 14.8% of China's global fastener exports, which grew to 20.3% in 2020. However, this percentage stabilized around 15.8–16.1% in 2021 and 2022 before slightly declining to 15.8% in 2023.

These data indicate that ASEAN has remained a crucial export market for Chinese fastener manufacturers, even amid global fluctuations. The initial growth suggests strong regional demand, likely fuelled by infrastructure projects and industrial development. However, the decline in 2023 might signal challenges such as rising competition from local manufacturers, trade barriers, or reduced demand due to economic slowdowns in some ASEAN countries.



1. https://www.fastener-world.com/data/pdf_download/FW_205_E_226.pdf
 2. https://fastener-world.com/data/pdf_download/FW_196_E_336.pdf



Strategic Importance of ASEAN for Chinese Manufacturers

The ASEAN region holds strategic significance for Chinese fastener manufacturers due to several factors:

- **Proximity and Trade Agreements:** Geographical closeness facilitates efficient logistics and reduced transportation costs. Additionally, trade agreements such as the Regional Comprehensive Economic Partnership (RCEP) enhance market accessibility by reducing tariffs and fostering economic integration between China and ASEAN member states.
- **Economic Growth and Industrial Demand:** ASEAN countries have demonstrated robust economic growth, leading to increased demand in sectors like automotive, construction, and electronics. This growth drives the need for industrial fasteners, presenting lucrative opportunities for suppliers. For instance, Indonesia's fastener industry is valued at approximately USD 2.5 billion, with an impressive annual growth rate of 5-7%.¹
- **Infrastructure Development:** Significant investments in infrastructure projects across ASEAN nations contribute to the rising demand for fasteners. The region's focus on enhancing infrastructure aligns with the capabilities of Chinese manufacturers to supply the necessary components. In 2020, investment within the region grew by 5% to USD 23 billion, indicating strong intra-ASEAN economic activity.²

Deployment Strategies of Chinese Manufacturers in ASEAN

Chinese fastener manufacturers have employed various strategies to establish and expand their presence in the ASEAN market:

- **Establishing Manufacturing Facilities:** Setting up production plants within ASEAN countries allows Chinese companies to circumvent trade barriers, reduce shipping costs, and respond swiftly to local market demands. This approach also enables them to benefit from local incentives and integrate into regional supply chains.
- **Joint Ventures and Partnerships:** Collaborating with local firms through joint ventures facilitates market entry by leveraging existing distribution networks and understanding of the local business environment. Such partnerships can enhance competitiveness and market reach.
- **Direct Exports:** Continuing to export products directly from China remains a viable strategy, especially for standardized fasteners. Advancements in logistics and the reduction of trade tariffs under agreements like RCEP (Regional Comprehensive Economic Partnership) have made direct exports more efficient and cost-effective.

Hebei Duoja Metal Products Co., Ltd.

Hex Flange Nut, Sleeve Anchor, Hex Bolt Sleeve Anchor, O/C/L Bolt Sleeve Anchor, Wedge Anchor, Drop in Anchor, Rwal Bolt, Christmas Tree Anchor, Tie Anchor, Ceiling Anchor



Wedge Anchor



Hex Flange Nut Sleeve Anchor



Hex Bolt Sleeve Anchor



Drop In Anchor



Welded Eye Bolt



Eye Bolt Sleeve Anchor



Welded Wood Screw



L Type Sleeve Anchor



4 pcs Fix Bolt With Hook



4 pcs Fix Bolt



3 pcs Fix Bolt



SS Tam Anchor



Christmas Tree Anchor



Ceiling Anchor



Tie Anchor

www.dj-fastener.com
admin@dj-fastener.com



Impact on Local ASEAN Manufacturers

The influx of Chinese fastener manufacturers into the ASEAN market has led to both opportunities and challenges for local producers:

- **Increased Competition:** Chinese manufacturers, known for their cost-effective production and large-scale operations, introduce heightened competition, potentially impacting the market share and pricing strategies of local firms.
- **Collaborative Opportunities:** Partnerships between Chinese and ASEAN companies can lead to technology transfer, improved production techniques, and enhanced product quality, benefiting the local industry.
- **Market Pressure:** Local manufacturers may face pressure to innovate and increase efficiency to maintain competitiveness against well-resourced Chinese entrants.

Challenges Faced by Chinese Manufacturers in ASEAN

Despite the strategic advantages, Chinese fastener manufacturers encounter several challenges in the ASEAN market:

- **Regulatory Differences:** Navigating varying regulatory environments, standards, and compliance requirements across different ASEAN countries can be complex and resource-intensive.
- **Cultural and Market Dynamics:** Understanding and adapting to diverse cultural preferences and business practices within ASEAN nations are crucial for successful market penetration.
- **Infrastructure Variability:** While some ASEAN countries boast advanced infrastructure, others may present logistical challenges that can affect supply chain efficiency.

Future Trends and Opportunities

The deployment of Chinese fastener manufacturers in ASEAN is poised to evolve with emerging trends:

- **Belt and Road Initiative (BRI):** China's BRI is expected to further enhance connectivity and economic ties with ASEAN countries, creating more opportunities for Chinese fastener manufacturers. Improved infrastructure and logistics networks under the BRI will facilitate the seamless movement of goods, reducing costs and delivery times. For example, projects like the China-Laos Railway and the Kra Canal in Thailand could serve as key arteries for fastener exports to ASEAN.
- **Technological Advancements:** Chinese manufacturers are likely to continue leveraging automation, artificial intelligence, and other advanced technologies to improve

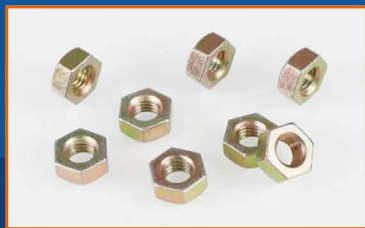


® 海盐卫士标准件有限公司
Haiyan Weishi Fastener Co., Ltd.

Building 1, Bazi Village, Yucheng Town, Haiyan County, Zhejiang Province, China
TEL: +86-573-86110249 FAX: +86-573-86112149 E-mail:andy.huang@wsfastener.com
www.fastener-world.com/en/supplier/weishi kitty.wu@wsfastener.com



www.wsfastener.com



JIS Single Nuts



Hex Flange Nuts



Nylon Lock Nuts



Slotted Hex Nuts



Hex Nuts

Thin Nuts
2H Hex Nuts
Square Nuts
Lug Nuts
Non-Standard Nuts



production efficiency and product quality. This will help meet the growing demand for high-performance fasteners in sectors such as automotive and aerospace, especially in developing ASEAN economies.

- **Sustainability Initiatives:** As global industries prioritize environmental sustainability, Chinese fastener manufacturers may **adopt eco-friendly production methods and materials to align with ASEAN's increasing emphasis on green growth.** Offering sustainable products could become a key differentiator for Chinese companies seeking to gain an edge in this competitive market.
- **Expansion into High-Value Segments:** Chinese fastener manufacturers are likely to explore high-value segments such as specialty fasteners used in advanced manufacturing industries. For example, **the automotive industry's shift to electric vehicles (EVs) across ASEAN offers opportunities for fasteners designed for battery packs, lightweight materials, and EV-specific components.**

Conclusion

Leading Chinese manufacturers have capitalized on the growing demand for fasteners by investing heavily in research and development, allowing them to produce high-quality products that meet international standards. Government policies that support industrial innovation and export-oriented growth have further enhanced the industry's global competitiveness. As a result, Chinese fastener manufacturers have become significant players in the international market, supplying a broad range of products to various industries worldwide.

The presence of Chinese fastener manufacturers in the ASEAN region highlights the strategic importance of ASEAN as both a key market for industrial goods and a hub for global operations. Chinese companies have effectively leveraged their strengths in production efficiency, cost competitiveness, and technological advancements to penetrate ASEAN markets. At the same time, ASEAN countries have gained from job creation, technology transfer, and increased industrial activities.

Looking forward, the relationship between Chinese manufacturers and ASEAN is expected to strengthen, supported by initiatives like the Belt and Road Initiative and RCEP.

However, overcoming challenges such as regulatory hurdles, cultural differences, and local competition will be essential for long-term success.

As Chinese fastener manufacturers continue to expand in ASEAN, the region's fastener industry is poised for further evolution, creating new opportunities for collaboration, innovation, and economic growth. For both sides, this partnership represents a journey of mutual benefits and shared progress in an increasingly globalized economy. ■

Copyright owned by Fastener World / Article by Dr. Sharareh Shahidi Hamedani, UNITAR International University



Dongguan Grand Metal Company Limited

Tel: +86-139-29204841 / Fax: +86-769-85161021 / E-mail: zhuyb@grandametal.com
No. 5, Xiaonan Industrial 2nd Road, Humen Town, Dongguan City,
Guandong Province P.R. China 523936 www.fastener-world.com/en/supplier/grandametal

www.grandametal.com



visit us at
Stand No.: 3179, Hall 5
FASTENER FAIR GLOBAL

Main Products:

- ▶ Self-Clinching Studs, Nuts, Standoffs
- ▶ Rivet Bushes
- ▶ Welding Studs and Standoffs
- ▶ Brass Inserts for Plastics
- ▶ Cage Nuts
- ▶ Rivet Nuts
- ▶ Customized Parts via Cold Forging, CNC, Turned

Strengths:

- ✓ Producer in China
- ✓ IATF 16949 QMS certificated
- ✓ PPAP package and IMDS for automotive industry
- ✓ Automatic Optical Sorting 100%
- ✓ Full range for sheet metal fasteners and 200 million stocks

