

# Review of Fastener Fair Mexico

## 墨西哥市螺絲展展後報導

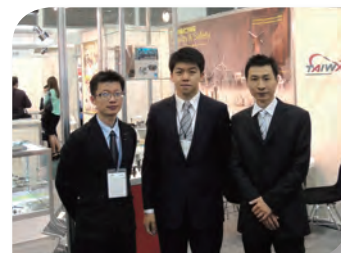
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文 / 張剛豪 惠達雜誌



FASTENER WORLD 匯達

**F**astener Fair Mexico is the first event dedicated to the fastener industry held in Banamex Exhibition Center of Mexico City. With good prospect for Mexico, which is the 2nd largest economy in Latin America, and whose manufacturing mainly focuses on automobiles, electronics, chemicals, iron & steel, mining, and consumer durables, the demand for fasteners is increasing very fast. As a result, during the 2-day event, it drew much of the joining of 142 exhibitors in total from 12 countries including Mexico, Germany, India, USA, Taiwan, Spain, Canada, Italy, China, Brazil, Panama, and Indonesia.

Prior to the show, some exhibitors had been present in the local Mexican market for several years and had gained certain knowledge of the local business behaviors and industrial activities. Plus, the population of the entire Mexico is about 113 million and the country is one member of the NAFTA, and Mexico has signed 12 trade agreements with 44 countries in the world. Its market is as open as Brazil is, which offers many expectations about the market development to all exhibitors and visitors. Some local Mexican exhibitors interviewed in the first day said "the show is much better than we originally expected." Moreover, a great number of companies from Europe and USA, making



CHUN YU 春雨



ANGELRAY 全岑



DIING SEN 鼎昇



A-PLUS 巴第



DUNFA 敦發



CHANNG CHIN 常進



FANG SHENG 芳生



CHIEN TSAI 鍵財



FENG PEI 鋒沛



use of the geographic advantage, are also active in entering the local market. They not only hope to share the vast Mexican market, but also hope to gain presence in other Latin American countries through Mexico as a stepping stone.

As large car manufacturers like Nissan and Volkswagen have set up plants in Mexico, exhibitors for automotive fasteners



FILROX 惠錄



GEM INTERNATIONAL 上滿



GOFAST 喬邁



HOME SOON 宏舜



HUNG LI (HURMG YIEH) 鴻毅



JET FAST 捷禾



JINN HER 晉禾



KIND-AUSPICE 金瑞盛



MIDAS 邁達斯



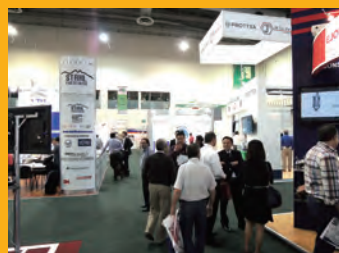
PANTHER T&H 元楊



WANG CHENG 萬丞



YI CHUN 誼峻



**墨** 西哥市螺絲展乃首次於該城 Banamex 展覽中心舉辦的專業螺絲盛會。看好墨西哥為拉丁美洲第 2 大經濟體的發展前景及其主要工業生產著重在汽車、電子、化學、鋼鐵、石油、礦產及消費產品等製造方向，對扣件產品需求日益攀升，為期兩天的展會，吸引來自墨西哥、德國、印度、美國、台灣、西班牙、加拿大、義大利、中國、巴西、巴拿馬、印尼等 12 國共 142 家展商參與。

在開展之前，有些展商已在墨西哥當地深耕多年，對於當地的商業習慣和產業動態皆有一定的認識，加上墨西哥人口達 1 億 1,300 萬人，也是北美自由貿易協定的一員，同時也跟全球 44 個國家簽訂 12 項貿易協議，市場的開放程度不亞於巴西，也讓展商和訪客對該市場的發展充滿期待。有些墨西哥當地展商在第一天受訪時更直接表明「此展效果比原先預期的還要好」。不僅如此，



drew much attention of visiting buyers at the show. On the other hand, machinery, molds & dies, and materials/finished products suppliers were also the cooperative targets the local booming manufacturing industry was looking for, so 21 Taiwanese exhibitors at the show this time brought by Fastener World Inc. including Gem International, Kind-Auspice, Home Soon, Feng Pei, Fang Sheng, Diing Sen, Dunfa, Chien Tsai, Filrox, Angelray, Yi Chun, Jet Fast, Hung Li (Hurmg Yieh), Chun Yu, Panther T&H, Wang Cheng, Channg Chin, Midas, A-Plus, Jinn Her, and Gofast also became the focus of local buyers.

Visiting buyers were mostly local Mexican distributors and importers, but others from Colombia and Guatemala could also be seen. Certain companies were both manufacturers and distributors (i.d. they produce what they are specialized in one hand and purchase products complementary to their initial product category from suppliers based in Europe, USA, or Asia on the other hand).

To conclude, Fastener Fair Mexico this year provided a good opportunity for participating companies to have further understanding of the market and made it easier for buyers to get close to European and Asian suppliers. It appears that the potential business opportunity in the future is going to be boundless for sure.



許多歐美廠商挾地利之便，也積極搶進當地市場，不只希望打進廣大的墨西哥市場，也希望以此為跳板深入其他中南美洲國家搶佔一席之地。

由於日產和福斯等汽車製造大廠皆有在墨西哥設廠，汽車扣件相關廠商也是此次展覽中許多買家關注的對象。另外機械、模具和原料 / 成品供應商也是當地蓬勃發展製造業積極想要尋找的合作目標，因此這次由匯達代理的 21 家台灣展商（包含上滿、金瑞盛、宏舜、鋒沛、芳生、鼎昇、敦發、鍵財、惠錄、全岑、諶峻、捷禾、鴻毅、春雨、元楊、萬丞、常進、邁達斯、巴第、晉禾、喬邁）在展會中也受到不少當地買家的關注。

來訪的買家以墨西哥當地批發商和進口商為大宗，但也不乏看到來自哥倫比亞、瓜地馬拉等中南美買家的身影。部分廠商則兼具製造商和批發商角色，一方面生產自身最擅長的产品品項，另一方面又向歐美或亞洲地區廠商採購其他品項以補原有產品項目的不足。

總體來看，此次展會提供參與廠商一個測試當地市場水溫的平台，也讓當地買家更貼近來自歐洲和亞洲的供應商，後續產生的潛在商機無限。

