

「錢」進斯拉夫- 2014俄羅斯莫斯科螺絲展 國際展商雲集 Eyeing on Slavonic Market- Fastener Fair Russia Opened with Myriads of Int'l Exhibitors

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The 2nd edition of Fastener Fair Russia was relocated to Moscow, the capital of Russia, from St. Petersburg, the city with many tourists, under the strong demand of several exhibitors in the previous exhibition. 131 exhibitors from China, Italy, France, Taiwan, Turkey, Russia, Germany, Hungary, India, Netherlands, South Korea, UK, Denmark, Belarus gathered together under one roof. The largest delegation of exhibitors was from local Russia. Diversified exhibits and service included finished/semi-finished screws, fastening tools, machining stations/technology, manufacturing machines, surface treatment, heat treatment, and so on.

The exhibition, co-located with Intertunnel, TransCon, and Expotrafic, took place at Hall 69 of All Russian Exhibition Centre (VVC) near the suburb of Moscow city. Fastener Fair Russia was at the 2nd floor. Compared to other large hardware exhibitions, though the scale of Fastener Fair Russia was rather small, it also offered

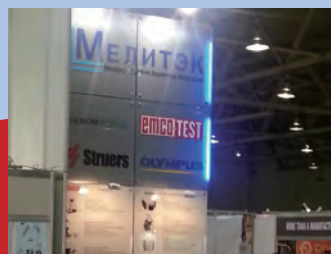
a remarkable chance for interaction within the industry. Well-known companies like Sacma, Ambrovič, Bossard, Böllhoff and MMK-Metiz, etc came to exhibit, while Chee How, Pro-Path, Bi-Mirth, Panther T&H, Chia-Li, Angelray, A-Plus, Alex Screw, S&T, and Fastener World were also present in Taiwan Pavilion.

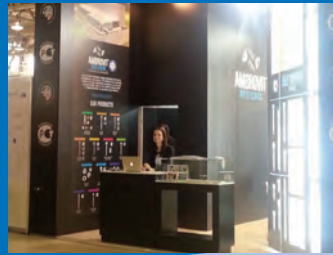
As the territory of Russia is immense and its demand for fasteners used in cars, construction, and related industries is high, it has become a region lots of manufacturers/suppliers feel interested in and would like to gain a presence. The fastener export from Taiwan to Russia in 2013 rose to the 10th place from the 14th place in 2012, making Russia the 10th largest fastener export destination of Taiwan. However, those who want to enter the market of Russia or former CIS countries have to take the most care of the proficiency in Russian. It's very hard for one speaking only English to enter the Russian market successfully.

According to onsite observation, most buyers in Russia preferred buying standard parts and cared about the price most. As a result, if the price is comparatively low but a certain level of quality remains, products will be more preferable to buyers. Based on this point, suppliers in Taiwan and China show more advantages. In addition to finished products, machinery suppliers were also the focus of many Russian buyers. Some machinery suppliers from Europe, USA, and Asia co-exhibited with others or were directly represented by local agents, drawing the inquiries of Russian visitors.

Most buyers were from Moscow. Although the number of visitors was less than expected, large Russian fastener distributors like Bolt.ru still came to visit the exhibition for searching cooperative targets.

After the perfect closure of the 2014 edition, the next Fastener Fair Russia will be given in March 24-26, 2015 in St. Petersburg in anticipation of more buyers and exhibitors.





吉瞬Bi-Mirth



順通S&T



元楊Panther T&H



加利Chia-Li



第二屆俄羅斯螺絲展在上屆眾多展商要求之下，從北方觀光大城聖彼得堡移師俄羅斯首都莫斯科舉行。本屆共吸引131家展商參與，分別來自中國、義大利、法國、台灣、土耳其、俄羅斯、德國、匈牙利、印度、荷蘭、韓國、英國、丹麥、白俄羅斯等，其中以俄羅斯當地展商為大宗。展出商品和服務相當多元，從螺絲成品/半成品、螺絲工具、加工機台/技術、生產機械、表面處理、熱處理皆有。

此次展覽位於莫斯科市郊的國民展覽中心(VVC)69號館，並與隧道用品展(Intertunnel)、交通用品展(TransCon & Expotraffic)分層展出。螺絲展位於2樓，比起其他五金綜合大展，其規模雖小，但也提供業界專業人士一次難得的交流機會。展場上也

可看到許多知名大廠參與其中，例如 Sacma, Ambrovit, Bossard, Böllhoff 和MMK-Metiz等。台灣廠商則有琦皓、上展、吉瞬、元楊、加利、全岑、巴第、禾億、順通和惠達等到場展出。

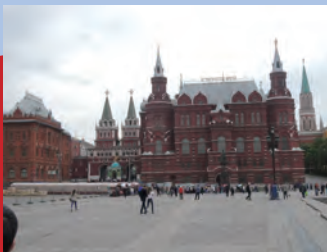
由於俄羅斯幅員廣大，汽車、建築和相關工業市場扣件需求旺盛，因此也成為許多製造商/供應商感興趣且想積極開發的區域。不過必須特別注意的是，想要進入俄羅斯或週邊前蘇聯加盟國，俄語是必備工具，單單想靠英語打入俄羅斯，難度非常高。

根據展中觀察，多數俄羅斯市場買家偏好採購標準品，且對價格也相當挑剔。因此若是價格相對低廉，但品質仍維持在一定水平，比較容易獲

得買家青睞，從這點來看，台灣和中國廠商較具優勢。除了成品之外，機械廠商也是許多俄羅斯買家關注的對象，歐美和亞洲多家機械廠也多以合展或找當地代理商展出的方式進行曝光，吸引俄羅斯買家駐足詢問。

買家部分，主要來自莫斯科當地，人潮上雖不如預期的特別多，仍可見俄羅斯大型扣件批發經銷商Bolt.ru到場參觀，於會場中積極探詢可以合作的對象。

繼2014展會圓滿落幕後，下一屆俄羅斯螺絲展將於2015年3月24至26日再次回到聖彼得堡展出，預計來訪買家和賣家也會更加豐富多元。 ■



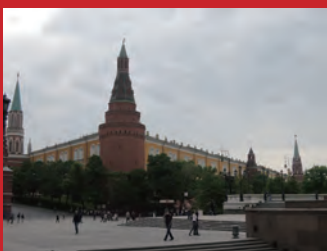
琦皓Chee How



上展Pro Path / Unicore



全岑Angelray



禾億Alex Screw



巴第A-Plus

