

Anchor Fasteners President Anchor T.H. Chang Appointed as New TIFI Chairman

Taiwanese Fastener Industry Now in a Fresh Look

by Tanya Shih, Fastener World Inc.

Taiwan Industrial Fasteners Institute (TIFI) held the 17th annual member meeting at Grand Hi-Lai Hotel in Kaohsiung (Taiwan) on Dec. 19th and appointed Mr. Anchor T.H. Chang from Anchor Fasteners Industrial Co., Ltd. the new TIFI chairman, who had been widely supported to become the new chairman prior to the election. Before taking over this new title, Mr. Anchor T.H. Chang had been working as the vice TIFI chairman for 9 years. He was once selected as the chief director of TIFI committee for international affairs. With nearly 40 years of experience in the fastener industry, President Chang is not only in charge of global expansion of Anchor Fasteners Group, but also in a very close interaction with other TIFI fellow members. He is quite familiar with the operation of TIFI, so the result of his being elected to become the new TIFI chairman is publicly respected and supported.

In response to the expectation of all guests and TIFI members, the newly elected Chairman Anchor T.H. Chang said in his inauguration, "In order to strengthen service provided to members, expand outward interaction, and encourage the participation of members in TIFI activities, he will, in the first hand, reinforce the arrangement of the Board of Directors, and based on regulations of TIFI, he will hire President Hui Chen Lin of Chun Yu Works, President Y. Y. Tsai of Jinn Her Enterprise, and President

C.H. Chuang of Fong Yien Industrial as the Vice Chairmen of TIFI for assisting in the operation of TIFI." In addition, for a smooth realization of the industrial upgrade and transition, TIFI will have committees for int'l lawsuits, int'l interaction, int'l public affairs, activity development, industrial innovation, social service, member recruitment, new era social, and products, which is for achieving the full participation of all directors and supervisors as well as work division. The seamless connection with the government and academia broadens the promising future for all TIFI members.



▲ The former TIFI chairman Mr. Joe Chen (left), President Tea Ren Sun of Jau Yeou Industry (middle), the newly elected TIFI chairman Mr. Anchor T.H. Chang (right)



▲ New chairman Mr. Anchor T.H. Chang.



TIFI Directors and Supervisors of the 17th Term of Service		
Elected on Dec. 19, 2014 ©Names are listed according to Chinese surnames		
Title	Name	Company
Chairman	Anchor T.H. Chang	Anchor Fasteners Industrial Co., Ltd.
Vice Chairman	Hui Chen Lin	Chun Yu Works & Co., Ltd.
Vice Chairman	C. H. Chuang	Fong Yen Industrial Co., Ltd.
Vice Chairman	Y. Y. Tsai	Jinn Her Enterprise Co., Ltd.
Executive Director	Mark Wu	Boltun Corporation
Executive Director	Wen Jay Lin	San Shing Fastech Corp.
Executive Director	Jimmy Ko	Tong Hwei Enterprise Co., Ltd.
Executive Director	Ann Hong	Shih Hsang Ywa Industrial Co., Ltd.
Executive Director	Chin Yi Huang	Lu Chu Shin Yee Works Co., Ltd.
Director	Jang-Chon Wang	Lih Ta Fasteners Co., Ltd.
Director	Yen-Wen Her	Chun Zu Machinery Industry Co., Ltd.
Director	Sandy Yu	Chong Cheng Fastener Corp.
Director	Henry Lin	Chan Hsiung Factory Co., Ltd.
Director	Simon Lin	Fong Preat Industrial Co., Ltd.
Director	Yong Chain Shih	Lung Fa Screw Ind. Co., Ltd.
Director	Hsiang Sun	Hwang Shiang Ind. Co., Ltd.
Director	Ming Chin Chen	High Point Enterprise Co., Ltd.
Director	Chi Chun Chen	Chu Hua Industry Co., Ltd.
Director	Yi Nen Chen	Ben Yuan Enterprise Co., Ltd.
Director	Shun Li Chang	Rodex Fasteners Corp.
Director	Kenny Huang	Tycoons Group Enterprise Co., Ltd.
Director	Chia Pao Huang	Shi Jaan Works Co., Ltd.
Director	Ming Tao Tseng	Daoo Chi Industry Corp.
Director	James Tang	Coae Bolts Works Co., Ltd.
Director	Jung Tien Tsan	Wa Tai Industrial Co., Ltd.
Director	Chen Chan Liu	Ying Ming Industry Co., Ltd.
Director	Tson Hui Chiang	Chun Mu Works Co., Ltd.
Covener	Tu Jin Tsai	Sun Beam Metal Industrial Co., Ltd.
Executive Supervisor	Tea Ren Sun	Jau Yeou Industry Co., Ltd.
Executive Supervisor	Chong Jen Yen	Thread Industrial Co., Ltd.
Supervisor	Yung Chang Chu	Shuenn Chang Fa Enterprise Co., Ltd.
Supervisor	Tsan He Liu	Chun Men Industrial Co., Ltd.
Supervisor	Jin Tien Li	Chao Shen Screw Industrial Co., Ltd.
Supervisor	Tan-Tsong Guo	Jyh Rong Screw Industry Co., Ltd.
Supervisor	Neil Huang	Wattson Fastener Group Inc.
Supervisor	Kun Lin Hsieh	Dragon Iron Factory Co., Ltd.
Alternate Director	Wu Mu Wang	Ho Hong Works Co., Ltd.
Alternate Director	Jack Su	Taiwan Shan Yin International Co., Ltd.
Alternate Director	Chin-Jung Huang	Chen Nan Iron Wire Co., Ltd.
Alternate Director	Tien-Sung Kuo	Heng Huai Industrial Co., Ltd.
Alternate Director	Kent Chen	Sheh Fung Screws Co., Ltd.
Alternate Director	Chin Te Chen	De Hui Screw Industry Co., Ltd.
Alternate Director	Chu Nan Li	Chien Tsai Machinery Enterprise Co., Ltd.
Alternate Director	Yin Chan Tu	I Chang Works Co., Ltd.
Alternate Director	Wen Te Chen	Special Fasteners Engineering Co., Ltd.
Alternate Supervisor	Kuo Chen Huang	Charng Jih Enterprise Co., Ltd.
Alternate Supervisor	Zai Ze Wang	Jwu Sheng Enterprise Co., Ltd.
Alternate Supervisor	Zephyr Chang	Unitech Products Corp.

Source: TIFI

Interview with New TIFI Chairman Anchor T.H. Chang

by Tanya Shih, Fastener World Inc.



Taiwan Industrial Fasteners Institute (TIFI), established in 1969, has 638 registered members thus far. It is recognized as a leading organization in Taiwanese fastener industry and plays a critical role in maintaining harmonious order of production & sale, coordinating trade disputes, joining in public utilities, and acting as a trustee for the government or any other organization.

Fastener World Magazine is very pleased to invite TIFI Chairman to share full year review and prospect every year. The interview for 2015 is particularly different because in the yearend of 2014 TIFI held the triennial election for directors, supervisors, and the management, in which President Anchor T.H. Chang of Anchor Fasteners (a leading artificial dental implant manufacturer in Taiwan) was voted by a majority of members as the 17th term of TIFI Chairman. Accordingly, we invited Chairman Chang to forecast the development of the fastener industry, and talk specifically about how he will lead the entire TIFI team ahead during his tenure from 2015 to 2017. The full coverage is as follows:

Q1. How do you see the production & sale performance of the global fastener industry in 2014 and 2015?

I have a positive and optimistic attitude toward the development of the global fastener industry in the next few years. In reviewing the past two years, the U.S. was the first one to come out of the economic crisis. Although the "Made-In-USA" policy caused short term impact on fastener imports of the country, it is helpful to reduce domestic unemployment rate and accelerate economic recovery in the long term. Fasteners are always traded in a large amount and are indispensable to every country, so even though the categories of imported fasteners may somewhat differ, shrinking demand may not necessarily occur. As a result, I suggest fastener companies follow the trend by generalizing what categories the customers actually buy. By doing so, they may keep up with the pace of U.S. market.

Following the good news in the U.S., European market also demonstrated positive growth in 2014, showing that the demand of European buyers, who are gradually getting away from the influence of European debt crisis, is still strong. This result is proved by Taiwanese fasteners exported to the EU. According to the data released by Taiwanese Bureau of Foreign Trade, during Jan.-Oct. 2014, Taiwanese fastener exports to the European market grew 17% to US\$ 1.25419 billion over the last corresponding period (only US\$ 20 million less than the value Taiwan exported to North America).

North America and Europe are two major fastener markets and Taiwan is very important in fastener exports. We can say the smooth interaction between each other is a great success. However, if Taiwan wants to continue to take the lead, it cannot ignore the pivotal issues like environmental protection and fair trade. I appeal to all the industry peers for cherishing the current success as well as consolidating Taiwan's superior position.

Q2. How do you see the acquisitions of Boltun and Shanghai Prime Machinery in 2014? Do the current acquisitions cause any impact on the industry? Will acquisitions continue to be a hot issue in Asia?

Acquisitions are seldom seen in Asian fastener industry due to different cultures, but there were actually two major cases in 2014 including the other acquisition of Chin Well announced afterward. In my opinion, acquisition is indeed a shortcut for a single company to strengthening its competitive edge, expanding its business territory, and increasing its market share. If the entire industry is taken into account, acquisition means integration. As a result, if the industry has to upgrade itself, the plan and support from the government are necessary. On the other hand, instead of focusing on the progress and completion of acquisition, I'd like to pay more attention to the integration of corporate cultures and staff that takes place after acquisition.



Q3. In 2015, does TIFI have any marketing plan or policy to promote Taiwanese fastener industry based on its advantages? And is there any measure to promote its international reputation?

Taiwanese fastener industry is famous for its clustering in certain areas. With the well-established industrial composition as well as active and progressive features of Taiwanese companies, TIFI can be a helping hand in marketing for all its members.

One example. International Fastener Show Taiwan 2016, following the success of its 2014 edition and the great demand of exhibitors and buyers, is expected to draw attendance of at least 400 exhibitors on 1,000 booths under the dome of Kaohsiung Exhibition Center. It is believed that through the onsite observation of foreign buyers on the clustering feature of Taiwanese fastener industry, order acceptance can be benefited a lot after the show.

Another example. In response to the era of Internet, Cloud Service of Taiwanese Fastener Industry, promoted by China Steel Corp., has been activated. TIFI suggests its members make use of the Internet to get updated info and utilize the platform to demonstrate their products and features, as they are participating in a fastener show held for the entire year. Companies can, of course, make use of media (e.g., Fastener World Magazine) to direct promote their reputation as well as product sale.

Q4. What is your blue print for TIFI and have you reached consensus with your team?

I've served in the fastener industry for over 40 years and have years of experience in working in fields of fastener machinery, molds, product forging & sale, and business management. I once worked under the title of TIFI director, supervisor, and chief of international affairs committee. Before taking the title of TIFI chairman, I had worked as the vice chairman of TIFI for 9 years. I would like to express my special thanks to former TIFI chairman for his excellent leadership and experience inheritance, and to all members for their recognition.

Taiwanese fastener industry has always been on the road of transition. With my previous experience, Taiwanese fastener companies upgrade fasteners towards automotive, wind power, railway, new energy, aerospace, orthopedics, and dental applications. In my opinion, Taiwanese fastener industry must have its mid long term deployment according to the positioning of products.

According to statistics, the global car sale reaches 85 million units. Although automotive fasteners only represent 8% of the total cost of manufacturing a car, every car still needs over 3,000 pieces of fasteners for assembly. Automotive screws and nuts represent at least 23% of total fastener sale. If the range is expanded to cover all automotive fasteners, the percentage will rise to 41%. As a result, with the mid-term strategy, the condition of Taiwanese industry is also suitable to develop automotive fasteners. The current conditions reveal that more and more companies turn to the development and sale of automotive fasteners every year, which shows the upgrade of Taiwanese fastener industry is in progress.

In the long run, Taiwanese industry, with the current technologies may take at least 10 years of deployment to turn itself into one industry that can offer small lots but diversified products with high technical level and entry barriers. Prior to reaching this result, it can begin with upgrade of products and use current capability for innovation. Upgrade of products can start from automotive fasteners. ■

☆ About TIFI Chairman Anchor T.H. Chang

Developing & Completion Stage

- **2015~** He is the 17th TIFI chairman.
- **2012** He was awarded Taiwan Innovation Award.
- **2011** He worked as vice president of Taiwan Alliance for Green 21.
- **2008** He established Alliance Global Technology for the R&D of facilities used in dental, orthopedics, and minimally invasive applications, which successfully developed the artificial dental implant and started to take orders in 2009.
- **2006** He was the 14th-16th term of TIFI vice chairman.
- **2004** He was a #3510 regional chief of Taiwan Rotary Club Association.
- **1999** He was awarded SMEs New Star Award.
- **1998** He was awarded Taiwan SMEs Innovation Award.
- **1986** He established Anchor Fasteners, specialized in producing anchors, rivet nuts, stainless steel washers, specialty fasteners, auto components, and aerospace fasteners.
- **1977** He was awarded the 6th National Innovation Award.
- **1977** He was awarded the 20th Model of Young Entrepreneurs.

Initial Stage

- **1981** He and his partner established Special Fasteners Engineering and the business range included imports and exports of fasteners and related products.
- **1976** He worked in Chun Zu Machinery and was responsible for R&D of machines and forging technology software. He was moved to the sales division after 4 years of service in the company.

Anchor Fasteners Group

- Anchor Fasteners Industrial Co., Ltd.
- An-Mag Technology Co., Ltd.
- Anchor Fasteners (Vietnam) Co., Ltd.
- Ningbo Anker Special Fasteners Ind., Ltd.
- Anplant Medical Device Co., Ltd.
- Alliance Global Technology Co., Ltd.