

# Fastener Fair Brasil 2014 Opened with Over 50% of Exhibitors From Asia

## 2014巴西聖保羅螺絲展 亞洲展商過半

by Tanya Shih, Fastener World Inc. 文 / 惠達 施淳真

The 3rd edition of Fastener Fair Brasil has come to a perfect closure on Nov. 11-13, 2014. Looking forward to business opportunities brought by FIFA World Cup and the Olympics, companies from USA, Germany, UK, Netherlands, Italy, France, Poland, India, Turkey, Pakistan, China, S. Korea, Indonesia, Taiwan, and Brazil all came to exhibit. They anticipated that the fair dedicated to fasteners and fixing products could help bring more critical orders to their companies. This is also the first time that over 50% of the exhibitors in Fastener Fair Brasil were from Asian countries.

Statistics reveal that there are roughly 300 fastener companies in Brazilian market, including importers and exporters, mostly located in São Paulo and Santa Catarina. In recent years, the exchange rate of Brazilian real to U.S. dollar continues to appreciate and Brazilian companies face more taxes from the government and the result of increasing steel price, so Brazilian fastener companies (importers) become more willing to buy abroad, especially those new products domestic Brazilian companies do not produce or other products that are cheaper and more competitive.

Following the successful results of seminars given in last two editions, the organizer gave professional seminars on fastener technology and market trends this year, which attracted lots of professionals to participate. In addition to Fastener World Magazine, Taiwanese exhibitors including Action Tools, Fasten Four, Feng Yi, Filrox, U-Chance, Wan Cheng, Yi Chun, Zonbix and other Chinese exhibitors like Shanghai Wisechain and Lianyungang Xinyi all came to participate in this event. According to the report from Fastener World's correspondent, the language used in Brazil is Portuguese and English is not a commonly used language for daily communication. Accordingly, to companies interested in building contact with local Brazilian buyers (importers/exporters), fluency in Portuguese is a must-have for business.



FASTENER WORLD INC. 匯達

第三屆巴西聖保羅螺絲展已於11月11-13日圓滿舉辦，世足之後，2016年將再迎接奧運國際賽事，使得此展湧入不少包含美國、德國、英國、荷蘭、義大利、法國、波蘭、印度、土耳其、巴基斯坦、中國大陸、韓國、印尼、台灣及巴西當地在內的各國展商，希望藉由螺絲專業展的吸力，為公司帶進關鍵性訂單。其中，本屆也首次創下亞洲地區展商過半的紀錄。

據官方統計，巴西境內扣件業者估計約有300家，包括進出口商，且多分布於聖保羅及聖達卡答莉娜等州，近幾年由於巴幣兌美金匯率一直升值，加上巴西公司稅賦沉重及鋼材售價上揚等因素，使巴西螺絲螺帽業者自國外引進產品意願提升，尤其是巴西國內未生產的新產品與國外售價較具競爭力之螺絲螺帽，都是巴西進口商的首選。

延續前兩屆研討會的水準與規模，主辦單位安排專業度相當高的扣件技術與市場研討會，成功吸引行業專家及採購主。本屆會場中，包含惠達雜誌在內還有磯鑫、安榮、豐益、惠錄、詠全、萬丞、誼峻、琮比等台灣展商，以及上海威創及連雲港興怡等中國展商。據現場傳回消息，當地以葡萄牙語作為溝通語言，英語在巴西當地是很難溝通的，要想直接與巴西當地具有採購能力的進出口商洽談，語言是不可或缺的商談利器。



ACTION TOOLS 磯鑫



FASTEN FOUR 安榮



FENG YI 豐益



FILROX 惠錄



NINGBO XINGYI 寧波興怡



SHANGHAI WISECHAIN 上海威創



U-CHANCE 詠全



WAN CHENG 萬丞



YI CHUN 誼峻



ZONBIX 琮比