

# Grand Opening of Fastener Fair Russia 2015

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## 俄羅斯螺絲產業盛事 聖彼得堡登場



▲ FASTENER WORLD INC. 匯達

For 3 consecutive years since the first edition kicked off in 2012, Fastener Fair Russia 2015 opened at EXPOFORUM Convention and Exhibition Centre during March 25-27, 2015. This Fair has its own characteristics and stands as the most professional fastener fair in Russia taking place in St. Petersburg and Moscow by turns. The Fair displays industrial fasteners, construction fasteners, fastener manufacturing technology, processing, packaging equipment, etc.

Fastener World Inc., the sales agent in Taiwan for the Fair organizer, has been assisting interested Taiwanese fastener and hardware suppliers to deploy and promote in the Russian market for 3 straight years. Taiwanese exhibitors of the 2015 edition included Home Soon (for sockets, tools, and bits), Wan luan (for molds and punches), Filrox (for blind rivets and blind nuts), Wei Zai (for nuts and automotive components), and Hua Wei (for cable ties). Our correspondent reported on the first day of the show: "In terms of visitor type and the level of specialty as predicted by the organizer, every three in five visitors are

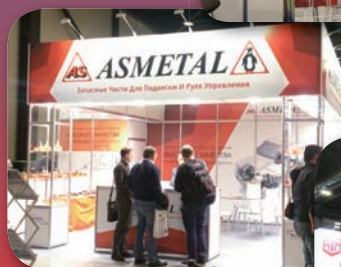
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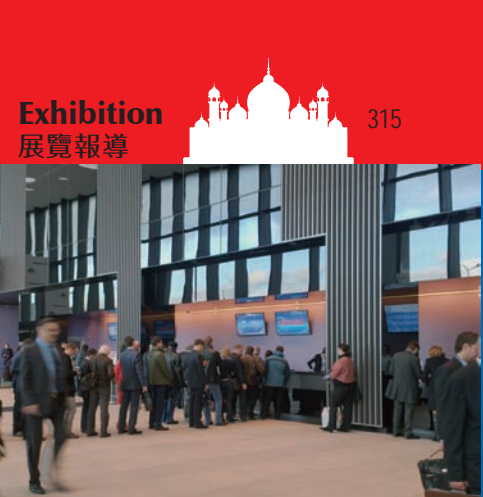


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decision makers and procurers who are able to make inquiries based on their demands. Although this Fair is not packed with tons of people, we receive feedback from many professional visitors that the show is charismatic for its quality. Taiwanese exhibitors and I are looking forward to the potential benefits the Fair may bring about.”

**Other information:**

- (1) Equipment suppliers like ABAMET, YAMAZAKI MAZAK, PRIMA POWER, AJAN ELEKTRONIK, and PUMORI exhibited the latest equipment on big stands and attracted many visitors.
- (2) Visitors were mostly Russian managers and procurers. Russian is the primary language used.

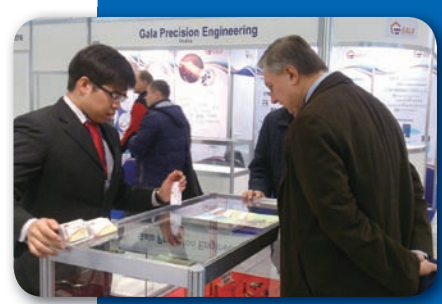


俄羅斯專業螺絲展覽會自2012年開辦以來，第三屆俄羅斯螺絲展正式於3月25~27日在聖彼得堡ExpoForum會展中心登場。立志擔綱俄羅斯最專業的扣件展覽會，輪流於俄羅斯的「聖彼得堡」及「莫斯科」兩大工業城市展出係這個展的主要特色。展出項目包括工業扣件、建築扣件、扣件製造、加工及包裝處理設備等。

台灣總代理匯達展覽公司連續三年策動台灣有意開發俄羅斯市場的扣件及五金工具供應商積極布局，2015年台灣參展商有宏舜(套筒工具、起子頭)、萬淵(模具沖棒)、惠錄(拉釘、拉帽)、華偉(螺帽、汽車零部件)、華偉(束帶)。匯達特派人員回報開展首日消息：「訪客類型及專業度如同主辦單位預告，平均每五位會有一位能針對產品需求提出問題，且多具有採購決策能力。我們不會在這個展看到『水洩不通』的熱鬧景象，但與多位專業度極高的訪客洽談後，『重質不看量』絕對是這個展的魅力，我與台灣展團們都很期待後續效益。」

**其他可供參考的訊息有：**

- (1) 國際設備廠商如ABAMET、YAMAZAKI MAZAK、PRIMA POWER、AJAN ELEKTRONIK、PUMORI...等皆以大攤位展出，並於現在展示新型設備，成功吸引圍觀訪客。
- (2) 訪客以俄羅斯當地企業主管或採購經理為主，「俄文」為主要的溝通語言。



WAN IUAN 萬淵



HIWIN 上銀



HUA WEI 華偉



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