

Visitors Increased. Fastener Fair Stuttgart 2017 Ends with More Successful Results

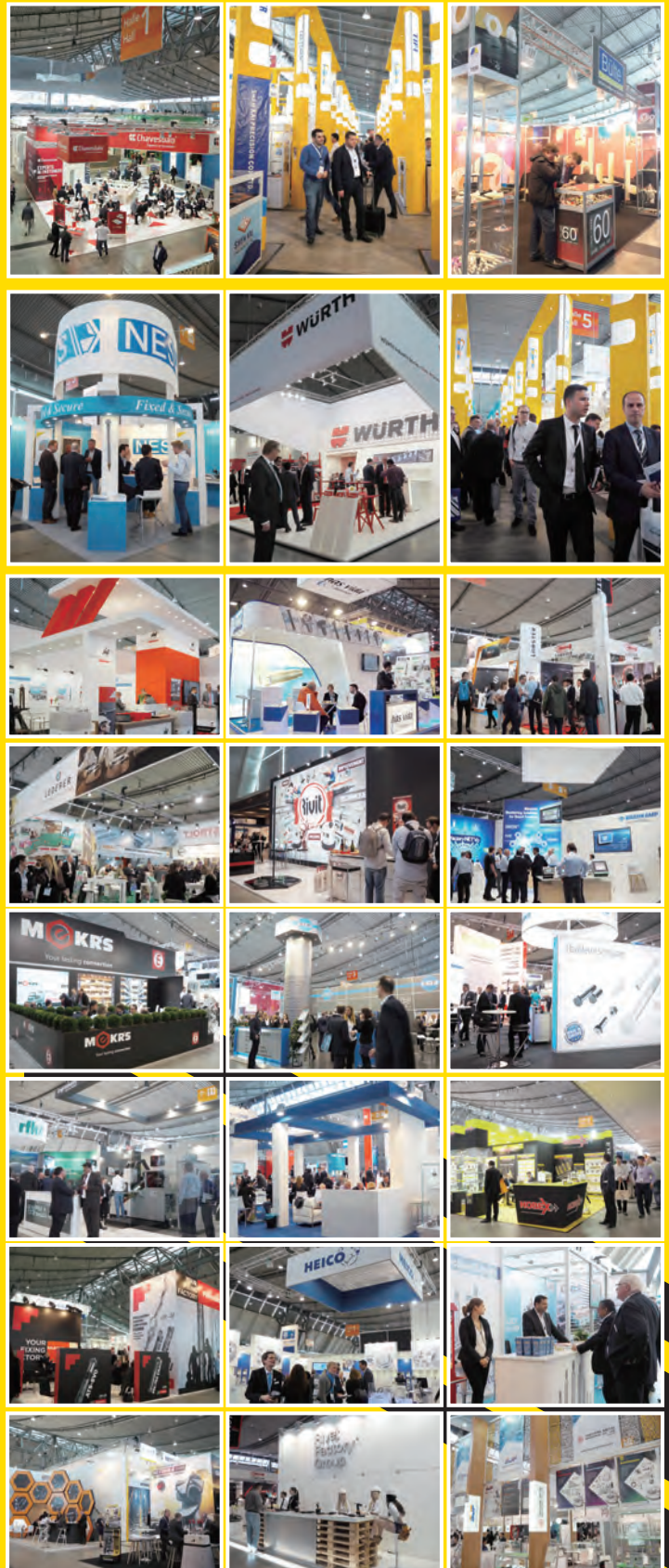
by Michelle Hsieh,
Fastener World

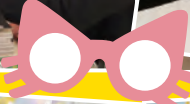
The 7th biennial Fastener Fair Stuttgart has taken place in halls 1, 3 and 5 at the Stuttgart Exhibition Grounds in Germany during March 28th to 30th. For the fastener industry, it was definitely a must-attend international and world's largest fastener fair in 2017. The exhibition floorplan spanned the area of 20,800 m², compared to the last exhibition this amounted to an increase in exhibition space of 11%. With 895 exhibitors from 46 countries, the exhibition was fully booked. Among all, the host country- Germany had the largest group of exhibitors, with 174 companies in attendance; Taiwan was the biggest group of foreign exhibitors, with 165 exhibitors at the fair; 143 from China and 126 from Italy, which were in the third and fourth place, respectively. The other main exhibitor groups came from India, Turkey, the UK and Spain.

"Fastener Fair Stuttgart 2017 was once again a very international trade fair and attracted visitors from all over the world," says Liljana Goszdziewski, Exhibition Director of Fastener Fair Stuttgart. "Almost two thirds of trade visitors travelled to Stuttgart from abroad to discover the latest industry trends, to build international trade networks and to source new products and systems."

Fastener Fair Stuttgart not just helps the related industries expand business to the European market, but is also a place gathering buyers and exhibitors from all over the world and different industrial areas under one roof. The fair offers any fastening products you can imagine. If anyone has any related demand for fasteners, they can absolutely find their most suitable partners in this fair. The range of exhibits at this year's show included industrial fasteners and fixings, construction fixings, assembly and installation systems, fastener manufacturing technology, storage, distribution and factory equipment as well as information, communication and services.

According to Fastener World's correspondent on-site, the first significant inflow of visitors coming to the exhibition grounds happened in the afternoon of the first day. The venue was again soon crowded with visitors swarming into the fair on the second and the third days. A total of 11,709 visitors from 91 countries came to Stuttgart to discover the latest trends and products from all areas of fastener and fixing technology. This represents a further growth in the number of visitors by 6% compared to the last event in 2015.





According to the organizers, fasteners are of fundamental use for many industries. The visitors in the fair came from all professional walks of life. Germany was the country with the highest number of visitors followed by Italy and Great Britain. Other major European visitors were from France, Poland, the Netherlands and Spain. Asian visitors mainly came from Taiwan and China. The most important industries where visitors came from, were the construction industry, the automotive industry, distribution, mechanical engineering, hardware/ DIY retailing and electrical products/ domestic appliances, making the fair an excellent communicating platform for different industries. The majority of visitors were fastener and fixing wholesalers, manufacturers as well as distributors and suppliers. There was a significant increase in visitors from the construction industry compared to the previous event. Taiwanese exhibitors mentioned that, in addition to their existing customers, they also met some new buyers during the fair.

The seminars held during Fastener Fair Stuttgart 2017 were proved to be very successful. Visitors were able to learn about the latest trends, developments and technologies in the fastener and fixing industry.

The exhibition survey released by the organizers shows that both exhibitors and visitors at this year's Fastener Fair Stuttgart were highly satisfied. The quality of the visitors and the international flair as well as the large number of new contacts that were made were especially highlighted by many exhibitors. Therefore, a majority of this year's exhibitors intend to participate at the next Fastener Fair Stuttgart, which will be held from 19 – 21 March 2019 at the Trade Fair Centre in Stuttgart.





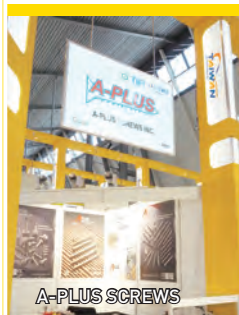
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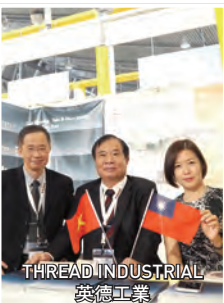
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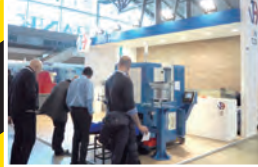
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Post-Show Tour

- Porsche Factory and Museum

First of all, Fastener World would like to thank all Taiwanese exhibitors and visitors at FF Stuttgart for their enthusiastic participation, making Taiwan the second largest exhibitor group this year, only second to Germany. This time, under the guidance of TIFI, Fastener World brought up to 300 exhibitors and visitors to the Fair, along with a trip in Germany and the UK.

During the tour (though only a few days), all group members got the chance to see the gorgeous cultural construction and natural landscape of Germany and the UK. They also had further understanding of European history and culture. The environmental protection in Germany impressed all of us a lot. Although Germany is a highly industrialized country, it never forget the importance of environmental protection, so it has clean streets and green plants everywhere, clearly demonstrating its emphasis on environmental protection. While a country is developing its own industry, it can still focus on the environmental protection.

The most important part of the trip this time is visiting Porsche Museum and its assembly factory. Porsche Museum in Zuffenhausen is right next to the Porsche headquarters and is one of the most popular spots for tourists coming to Stuttgart. Porsche Museum was open in 1976. In the first couple of years, it could only hold around 20 exhibits. In 2006, Porsche invested EUR 0.1 billion in expanding the venue and the expansion was finished in 2009. The venue is now big enough to hold around 80 exhibits.

The tour in the Museum lasted for 2 hours guided by a friendly staff with clear introduction of the exhibits (e.g., their design ideas). During the trip, every group member understood more about the history of Porsche, just like taking the time machine back to the most important moments of Porsche history. In addition to the classic models (e.g. 356, 550, 911 and 917), more than 80 units of Porsche supercars were also exhibited at the 5,600 m² venue. All visitors were very excited about it, as there was no such opportunity to see so many Porsche cars on the street at the same time.

In the Porsche assembly plant, we saw at the logistics area that all parts were shipped to the assembly line; at the interior assembly area, we saw that premium and delicate genuine leathers were carefully cut and used to cover the seats. We also paid a short visit to the engine manufacturing line and the assembly line. The streamlined assembly, materials feeding, zero inventory management system and production on demand all show the mature manufacturing technique of Porsche and its leading position as a world renowned car manufacturer.

The factory tour allowed us to have a deeper understanding of Porsche manufacturing line and its history. Every participant had a very enjoyable memory. ■



PORSCHE

