



2012 Taiwan Hardware Show concluded with high acclaim and remarkable orders from overseas

Taiwan Hardware Show (THS), known as the most significant Asian hardware exhibition that trade buyers must attend in the autumn, came to an end on October 13. Nearly 300 manufacturers gathered in this three-day exhibition to showcase more than 10,000 products, and attracted 21,636 visitors from 58 countries around the world. Compared to the depression experienced by the other parallel large-scale exhibitions in Asia, THS 2012 still enjoyed a 10% growth in the international turnout. Undaunted by European debt crisis and the ongoing global economic turmoil, THS 2012 has once again helped the local manufacturers to explore international markets. The overseas orders reflect an upward trend amid economic depression. It is expected that they may bring in a subsequent production value amounting to 6 billion USD. Many vendors expressed their wishes for continually exhibiting on site, and asked how to register themselves for the show in the next year as a result.

Running its 12th edition, Taiwan Hardware Show keeps serving as the best platform to integrate Taiwan's hardware industry with the global market. In this year, the main theme of THS highlights the combination of the traditional manufacturing skills with the latest digital technologies to make Taiwanese hardware industry even more value-added through innovative R&D and brand-building. In addition, Taiwan Hardware Show 2012 has seen a lot of gains in each exhibition category. A steady growth was witnessed in the Tools & Accessories category. Many inquiries were made and orders were placed in the categories as Building Supplies and Machines & Plant Equipment. The number of exhibitors grew by 50% in both categories of Garden & Outdoor Equipment and Safety Equipment & Products, whose exhibitors reflected that inquiries from buyers increased significantly. Some vendors in the Safety Equipment & Products category even mentioned that mechanical and automotive repair attracted the majority of overseas buyers who paid very much attention to equipment and products concerning personal safety or job security, and that THS had a much better effectiveness in marketing promotion than their own professional exhibitions. It is obvious that the diverse quality vendors and products displayed in THS have created a positive feedback loop in clustering effect. Many Taiwanese leading manufacturers and traders use this rare opportunity when international procurement executives gather together to conduct in-depth exchanges with buyers. It is also here that they respond to the international market demand by high-end and refined products produced by superior R&D capabilities and flexible production processes, in a hope to push products made in Taiwan and grasp the global markets.

This year, Taiwan Hardware Show 2013 will take place at Greater Taichung International Expo Center for the very first time, scheduled from October 21st to 23rd. THS 2013 will continue to display all the eight categories, including Tools & Accessories, Locks & Fittings, Fasteners & Fittings, Building Supplies, Garden & Outdoor Equipment, Automotive Supplies & Accessories, Machines & Plant Equipment, and Safety Equipment & Products. Based on the success of THS 2012 THS, many manufacturers and traders have already booked their booths for the next year on the scene. Interested in THS 2013? Please contact Ms. Paula Yang by phone at +886 2 2595 4212 ext.715, or visit THS official website www.hardwareshow.com.tw for more details.