

A Joint Force to be Reckoned with: THS and iMT Delivered overwhelming Results

As the one and only hardware and hand tools trade show in the world this year, the Taiwan Hardware Show (THS) concluded with resounding success on October 15th. The event this year took place alongside another leading trade show—the International Metal Technology Taiwan, or iMT Taiwan. Together, the twin events set up around 900 standard booths, attracting more than 400 exhibitors and over 23,000 visits. The high volumes of trade show participants suggested that market demand in hardware and metal sectors have recovered faster than expected, and THS has again proven itself as businesses’ top choice for expanding their global footprint, and seizing business opportunities in the post-COVID era.

Identifying Growth Opportunities during Downturns with Strategy

Despite challenges and uncertainty caused by the pandemic, the organizer, Kaigo, has leveraged its decades-long expertise in exhibition planning and insights on global markets. They continue to deliver strong results and value to exhibitors with precision marketing and a strategy to connect attendees both offline and online. “Based on the latest updates on global metal and hardware sectors contributed by the organizers long-term international partners, as well as insights from cross-industry research. Kaigo believed Taiwan is well-poised to become a big winner during the ongoing pandemic, and as such had spared no effort in turning THS into reality, making it the only hardware show available worldwide this year. Another key factor that made THS a success was Taiwanese companies’ ability to see through a crisis and turn it into an opportunity,” says Mr. Gerd Keim Kaigo’s President.

Strong Performance Achieved by Merging the Physical and Virtual

Although most international buyers were unable to attend in person due to the pandemic, leading brands, such as TTI, Stanley, CPI, 3M, Test rite, Monotaro, Home Depot, APEX, Fujiwara, TRUSCO, FACOM, Kennedy, CTC, Wurth, FASTCO, Biltema and K-Tools, had coordinated with their Taiwan-based partners and distributors, who joined the event as purchasing agents. The trade show also drew Taiwanese businesses coming back from



**TAIWAN
HARDWARE
SHOW**

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台灣五金展 2021

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2021年10月13-15日

臺中國際展覽館

www.hardwareshow.com.tw

【主辦單位】



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abroad in search of new business opportunities, and suppliers from related sectors such as machinery and machine tools, creating a lively and interactive vibe. Meanwhile, to drive online business matchmaking, Kaigo selected premium suppliers from its archive, and hosted more than a hundred business meetings in three days, in a joint effort with the Taiwan External Trade Development Council, in short TAITRA, helping 55 international virtual buyers from over 37 countries discover the right business partners. Kaigo's precision marketing approach has enabled many suppliers to kickstart price negotiations and even close deals, leading to win-wins for both international buyers and exhibitors.

Finding Business Opportunities amidst the Pandemic

The first day of THS kicked off with Vice President William Lai's open remarks, who encouraged businesses to gear up for the post-COVID economy and demonstrate supply chain resilience by delivering ever impressive results. In fact, Taiwan has already been recognized globally as a top hardware and hand tools manufacturer, with its R&D and design capacity, production flexibility and product variety well acknowledged among international buyers. While competitors around the world are shutting down factories and postponing shipments due to pandemic concerns, Taiwan's supply chain has remained relatively uninterrupted, making Taiwanese suppliers sought-after partners for global businesses. Therefore, a number of top-notch local manufacturers, such as ReDai, Yih Cheng, E-Make, Matatakitoyo, Hi Five Products Developing, KST, Kuani, Ferro-Carbon, Lucky Tools, Lion Tools, Infar Industrial, Swell, Stand Tools, Lih Yann and A-Kraft Tools, had seized the opportunity to present their latest products and company strategy at the trade show.

For example, Machan, Taiwan's tool box giant, already anticipated a wave of pent-up demand post-COVID, and demonstrated visionary ambition at the industry forum by promoting its new vision on smart manufacturing and sharing the company's roadmap for smart transformation. With factories already running at full capacity to process recent flows of purchase orders, many exhibitors reported observing signs of a rebound, and were positive about a rapid recovery in 2021. As such, companies are proactively revving up for the post-COVID global economy.



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Getting Ready for 2021 by Joining THS Next Year

Looking towards 2021, the prospects of a vaccine is likely to slow down the spread of the coronavirus, helping the global market get back on track. In response. Next year's THS and iMT, which would take place at October 13th-15th, close to the dates of the renowned Canton Fair. To attract a greater number of international suppliers, Kaigo builds a premium one-stop purchasing platform that covers exhibition visits, business meetings and factory visits. The twin events next year will continue to feature the well-received online business matchmaking program, helping businesses boost their business both online and offline.

To help companies prepare for the post-COVID economy, Kaigo has launched limited-time offers for new exhibitors until February 26, 2021. For more information on the limited special deal, please email to ths@kaigo.com.tw, or call Mr. Liu on TEL: +886-2-2595-4212 (ext.725).



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