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# DIY International

Specialist magazine for the DIY market

***Regional report***

## Home improvement in Africa

Bigger than ever before: the trade fair with its 430 exhibitors desperately needs more exhibition space.

# Taichung is building for the Taiwan Hardware Show

**The trade fair has once again increased visits in its latest edition. But the number of exhibitors is currently unable to grow because there is no room – there are long waiting lists. Therefore, a new exhibition hall is planned**

The number of overseas visits at Taiwan Hardware Show 2019 rose by around 1.6 per cent to 5 268.

Last year's Taiwan Hardware Show was "the biggest we've ever held," as Gerd Keim, President of Kaigo said even before the three-day trade fair was over. The trade fair organisers hold this trade fair together with the Taiwan Hand Tool Manufacturers' Association and report that more international purchasers were present than ever before.

430 companies were presenting their products over an area of 16 500 m². This means the event was completely booked out. "There's a long waiting list," said Keim regretfully in an interview with **DIY International**. Once again, the fair took place in Taichung, a nearly three million inhabitants city around 150 km south of Taiwan's capital Taipei.

The hopes of the event organisers now lie on the construction of new exhibition grounds by Taichung City. These are expected to be completed in three years. The range of offers at the Taiwan Hardware Show will also be extended then, announces Kaigo.

From their point of view, Taichung has proven itself as the lo-

cation for this trade fair because a cluster of the Taiwanese hardware and tool industries, with many diverse ties among the manufacturing companies, has formed around this city on the west coast of the island state and therefore also, not least, short production routes.

The fact that the trade fair is thus in the geographic and economic centre of the Taiwanese hardware industry and therefore right on the doorstep of a large part of the exhibitors has decisively contributed to its positive development. In order to also keep the event attractive for the extremely important international visitors, the organisers Kaigo are continuing to work with the governmental trade promotion organisation Taitra. This makes it possible to continue to offer this target group an accommodation subsidy and airport pick-up service.

In addition, there was an interesting supporting programme with a matchmaking service and several presentations this time too, for example on the impact of the US-China trade war for the Taiwan hand tool industry or the Vietnam hardware industry. **DIY International** with managing editor Rainer Strnad also contributed with a presentation on home improvement stores in Europe.

The official post-show report published after the trade fair in mid October once again verified the estimation of Kaigo boss Gerd Keim with figures: the Taiwan Hardware Show has once again increased its number of visitors. Kaigo counted 32 375 visits, around 2.7 per cent more than in the previous year. The number of overseas visits rose by around 1.6 per cent to 5 268.

In terms of visitors, in particular the number of buyers coming from the United States, Australia, Japan, Germany and South Korea has risen according to the post-show report. Important overseas visiting countries were also France, Italy, Russia, India, China, Thailand, Singapore, Malaysia and the Philippines. Visitors travelled from a total of 93 countries.

The fact that they brought a considerable purchasing volume with them is suggested with a glance at the list of trading companies sending buyers. Companies such as Aldi (Germany), Home Depot (USA), Ikea (Sweden) Kingfisher (United Kingdom), Komeri (Japan), Lixil Viva (Japan) Lowe's (USA) and True Value (USA) were represented from the retail segment.

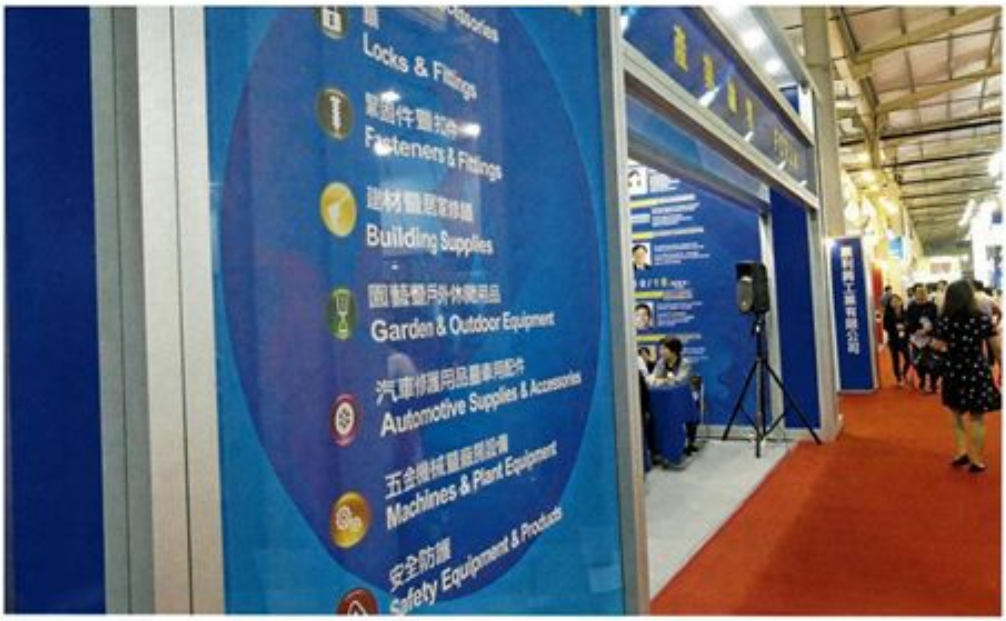
The good trade fair figures from Taichung match the numbers which are communicated on the development of Taiwan's hardware industry. In the first three quarters of 2019, the industry was celebrating a roughly ten percent increase in sales compared to the previous year at the same time, reported Brand Hsiao, executive director of the industry association in the interview with **DIY International** during the fair. According to him, the trade war between the US and China has been beneficial for the Taiwanese.

The next Taiwan Hardware Show will take place from 13 to 15 October 2020, again in Taichung. ■

**1** The supporting programme included several presentations, among others by Rainer Strnad, managing editor of **DIY International**.

**2** In a conversation with **DIY International** (from left): Brand Hsiao from the Taiwan Hand Tool Manufacturers' Association, Gerd Keim and Andrew Liu from Kaigo.

The region around Taichung City, with its almost three million inhabitants, forms the centre of the Taiwanese hardware industry.




The assortment presented by exhibitors at the Taiwan Hardware Show was categorised into eight product groups.

# A tour of the Taiwan Hardware Show

All of Taiwan's leading manufacturers exhibit their products and innovations at the Taiwan Hardware Show. **DIY International** took a tour around the exhibition hall and looked at some of the Taiwanese suppliers

## Emark

Emark was established in 1993. As part of its brand identity innovation in 2019, the company chose the unicorn as its emblem to highlight its competence in supplying stable and durable safety hand tools. It specialises in insulated screwdrivers among other items and launched the first slim-type insulated screwdriver onto the global market in 2005. Another of the manufacturer's special skills is the production of non-slip colourful-grip hex keys. Emark has developed its own production processes for coating the tools, as explained by vice general manager Ericsson Lee.

## Airbone

Airbone is a company specialising in bike accessories and as its name suggests, it is known for its mini pump among other things. Countless design awards including the iF Award, Red Dot and the Taiwan Excellence Award underline its presence even in international markets. Even Wang presents the company's most important new product at the show: the Transformers Ratchet Tool combines pocket pump, rachet tool bar, LED light, chain tool and $CO_2$ inflator in one set.

## SDI

Founded in 1953, the company SDI operates internationally in the fields of stationery and electronic components. One of its new products for the show is the Zinc Alloy Craft Knife with a 30-degree angle blade, which is made of special Sk2+Cr steel from Japan and has a patented locking mechanism. "Handy for precision work" is how Michael Yen, sales manager, describes the tool. An established feature of the range is the heavy-duty cutter Duo Lock Knife 25 mm, for example.

## Gong Maw

The locking pliers manufacturer Gong Maw was established in 1979. Many of its products are patented. Its main market is the USA, but the company also exports its pliers to South America, Europe and Asia, and especially to Korea and Japan. As an OEM and ODM manufacturer, the company produces goods for many international brands, such as Janet Jiang and Rita Huang.

## Sunkey

Ra Che, a wrench and spanner manufacturer, was established in 1982. The company markets its products under the brand name Sunkey. The Vortex Wrench, which is patented in Taiwan, China, Germany, the USA and Japan, protects the bolt nut head against wear, while heads that are up to 80 per cent worn can still be undone. Surface treatment is another speciality of the company, with 13 colours available thanks to a special electroplating process. Black chrome and black nickel are particularly durable, according to the president of the company, Ivan Nai, and sales manager Lisa Nai.

## Winin

Winin was founded in 1975 and is now also operating in international markets such as the USA, Australia and above all Europe. The company specialises in water technology and sprinklers are a key product group, both in plastic and metal versions. Models feature a variety of adjustable spray patterns as well as angles that are adjustable by up to 50 degrees, for example.

## Praise

Jiin Haur, founded in 1977, specialises in garden tools and markets its products under the Praise brand. Its export quota is 99 per cent. Europe accounts for roughly half of the company's sales, the USA for around a third, and Russia and the Middle East for five per cent each. The company employs up to 100 people, including a five-strong R&D team. Jiin Haur highlights the quality of its forged aluminium alloy handles in particular. At the show, sales manager Connie Wu presented a range of products including the new loppers series.