

Organiser 關於主辦單位

The exhibition is organized by the Taiwan Hand Tool Manufacturers' Association and implemented by Lanza International Co. Ltd.

The Taiwan Hand Tool Manufacturers' Association (THTMA), established on August 15, 1977, is one of the largest and most influential hardware and tools trade associations in Taiwan. Consisting of 8 committees ranging from smart production, raw material supply & demand, to sales promotion, the association supports conduction of surveys, statistical analyses, research of hand tools and other related industries and is dedicated to driving innovation and growth in the industry.

Lanza International Co. Ltd. was officially launched in September 2021 as a startup. With a proven record of success, the team is a professional organiser of trade fairs, conferences and press conferences, and specializes in business development, event marketing and design, as well as government procurement. In addition to delivering the Taiwan International Tools & Hardware Exhibition, Lanza has also been appointed as the agent of multiple exhibitions overseas in areas of beauty and biotech, health and elderly care, and blockchain technology.

展會由台灣手工具工業同業公會主辦；朗盛行銷有限公司執行。

台灣手工具工業同業公會成立於1977年8月15日，為臺灣歷史悠久、規模最大、最具影響力之五金工具產業組織之一，會內包含智慧生產、原料供需及拓銷小組等8大委員會，協助手工具及其他相關工業之調查、統計、研究、改良及產業發展事務。

朗盛行銷有限公司正式成立於2021年9月，為一新創團隊，團隊成員專業於商業展覽會、會議論壇、記者會、商業開發、活動行銷與設計及政府標案等領域，從業經驗豐富。除主要承辦台灣國際五金工業博覽會，並代理海外美容生技、健康銀髮及區塊鏈相關產業展覽會。

Fair Dates & Opening Hour 展覽日期與開放時間

2022/10/12-13	09:00-17:00
2022/10/14	09:00-16:00

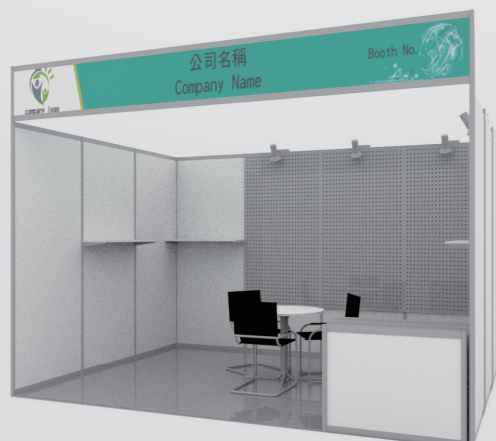
The Venue 展覽館

Taichung International Exhibition Center 台中國際展覽館

Booth Type 攤位型態

Raw Space : Space only, minimum 24sqm.
空地攤位：最小申請24平米，需自行搭建攤位，無基本電力。

Shell Booth : Space only, minimum 12sqm, Includes partitions, carpet, company fascia, 1 power socket(110v/500W), 5 spotlights, 1 table, 3 chairs, 3 shelves, 3 pegboards, 1 info counter, 1 waste basket.
標準攤位：最小申請12平米，設備包含隔間牆、地毯、公司招牌板、插座x1(110v/500W)、投射燈x5、會議桌x1、折合椅x3、平層板x3、洞洞板x3(每片含掛勾x25)、鎖櫃x1及紙屑桶x1。



2022
— 台 中 國 際 展 覽 館
10.12 — 14

TOOLS KINGDOM

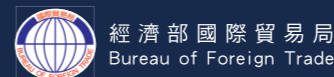
手工具王國
全球最強供應鏈在臺灣

TAIWAN
INTERNATIONAL
TOOLS & HARDWARE EXPO
台灣國際五金工具博覽會

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ADVISER 指導單位



ORGANISER 主辦單位



IMPLEMENTER 執行單位



創新 高品質 智慧化 與國際市場接軌的五金工具產業鏈

由台灣手工具工業同業公會主辦，並獲得多個產業公協會與政府單位資源支持
串聯產業鏈上中下游 廣邀海內外專業買主 五金工具動能蓄勢待發

首屆台灣國際五金工具博覽會將於2022年10月12至14日假台中國際展覽館盛大登場，同期舉辦五金工具產業創新高峰論壇、線上五金工具博覽及跨線上線下之國際買主媒合會，首屆台灣國際五金工具博覽會就是重新塑造台灣手工具王國的品牌再造工程，連接海內外重點需求市場，替五金產業業者建立耳目一新且高效的B2B商貿平台、為我國五金工具供應鏈再搶下一單!

展會特色

- **買家推廣觸及海內外**，除歐美市場外，同時針對東非及東協等新興市場，行銷區域包含北美、德國、英國、法國、日本、印度、中國、阿聯酋及迦納等地區。透過海外顧問公司合作組建海外買主參觀團、高密集度的數位廣告投放鎖定目標買主，引出年度最具規模採購商機。
- **唯一由產業主導**，台灣手工具工業同業公會領頭，最具代表性的五金工具商展，匯集台灣優勢五金工具產業動能。
- **彙集台灣工業動能**，邀請各相關產業公協會組團與會、政府單位指導及挹注資源。
- **結合虛擬展廳**，線上線下虛實整合，建立與買主零時差、零距離之深度溝通平台，延伸展會成效。
- **五金工具產業創新高峰論壇**，建立產業高峰論壇品牌，串聯相關應用產業，探討高新技術、產業趨勢及業界資源，驅動產業動脈。
- **全通路商機採購媒合會**，線上、線下一對一採購媒合會，買主近在咫尺。
- **內外兼具之五金工具品牌年度盛會**，開拓外銷市場、激發內銷活力，海內外市場共線開發，除爭取大量能的外銷市場，本展也將積極開發本地五金工具市場，使本展成為全產業鏈與政策年度盛事。
- **最適展覽地點**，以中彰投產業聚落為基地，國際買主引流、在地一站式觀展，利於專業買主探廠、參觀生產線。



市場資訊

台灣為全球第三大手工工具出口國，若包含品牌代工則為第二大出口國，2020年產值新台幣1,225億、出口產值高達1,103.9億元，長期為全球穩定供貨、成為全球工具相關產業業者重視的夥伴。此外，在高端產品線更為全球市佔率第一，全國具有2,367家手工業者者的台灣，已然成為手工工具製造王國。

結算至2021年8月底，台灣五金手工具出口金額已超過37億美元，相較去年同期成長超過30%。樂觀預估今年出口成長率可望超過35%，外銷金額上看55億美元，有機會創下歷史新高。公會主導的首屆台灣國際五金工具博覽會將帶領台灣企業提供全球買主最有優勢競爭力，以及最完整的產品採購展會，讓台灣手工具成為全球業者的最佳選擇。

參展對象

生產及製造商/代理及經銷商/批發及零售商/進出口貿易商/平台、數位服務及顧問/政府單位、公協會及產業輔導單位/媒體與行銷平台/各國駐台辦事處及業者，如德國、美國、日本、法國及義大利等。

展品範疇與展區

手工工具/電動工具/氣動工具/機械工具/研磨材料及工具/管鉗工具/梯子及腳輪/工具儲存用品及包裝用品/工具相關配件及設備

工具及相關配件

金屬加工設備、檢測儀器及工業安全

金屬加工設備/表面處理設備/檢測儀器及測量工具/泵浦與閥門/線管材/個人安全防護設備/防火產品及系統/高壓清洗設備/焊接工具/物流倉儲設備、推車

建築材料及配件/傢俱五金/廚房、衛浴及其他家用五金材料 /裝飾/建築化學材料及黏合劑 /建築鎖具、櫃鎖及系統 /鑰匙及其配件/安防產品及系統

建築五金、鎖具

汽車修護用品及車用配件

汽車保養及修護設備/汽車及其他運輸工具維修工具/汽車零件及車載系統/汽車維護及清潔相關產品

螺絲/螺桿和螺柱/螺帽及螺母/螺釘、釘及銷/墊圈、擋圈及環/彈簧/配線產品/其他緊固件、扣件周邊零件

緊固件及扣件

居家修護、農業、園藝及戶外

居家修護/園藝及戶外休閒工具/農業機械及系統/戶外休閒設備及系統

24N06'00"

參觀對象

- 手工具、電動工具及零件供應商、工具品牌商、製造及加工業者。
- 國外直接在台採購代表、品牌商亞洲區採購代表、貿易商、通路商及批發商等。
- 相關製造業者及工廠，汽機車維修零組件生產業者、自行車零組件與工具業者、精密機械業者、生物科技製造業者、電子裝置製造業者、重型機械與其他運輸工具製造商等。
- 金屬材料配件加工、零組件及工具機製造商。
- 高值化金屬工業，航太工業、3D列印機台製造商、鑄造業者。
- 智慧工業廠房、石化工業廠房及紡織工業廠房。
- 整廠顧問、工業廠房與工業產品設計師。
- 水電材料、五金工具零售、批發業者及維修服務業者。
- 建築業、建設公司、室內設計業者。
- 農業生產業者、農業機具製造業者、戶外用品製造商、園藝材料、園藝服務商。
- 五金工具、DIY、戶外活動工具使用者。

24N06'00"

World-class Top-quality Innovative

The Taiwan International Hardware & Tools Exhibition is part of the rebranding strategy to position Taiwan as a leader in hand tools. From launching omnichannel marketing campaigns, leveraging overseas partners, diversifying the buyer base, to pooling together resources from the central to the local level, the event has pulled out all the stops to showcase Taiwan's hand tools manufacturing capabilities on the global stage, as an effort to connect the demand and supply sides, engage key markets, and create a brand-new, effective B2B industry platform that spurs Taiwan's hardware and tools export performance.

Why TiTE

1. An international buyer promotion program aimed at European and the US markets, as well as emerging markets such as East Africa and the ASEAN. Marketing focus areas include U.S.A., Germany, the United Kingdom, France, Japan, India, China, UAE, and Ghana. In addition to extensive digital ad campaigns, foreign buyer delegations are arranged with support from international consulting firms to gain maximize trade show benefits.
2. The only top-class, industry-led hardware & tools trade show, organized by the Taiwan Hand Tool Manufacturers' Association, which brings together prominent manufacturers from across Taiwan.
3. Gathering leading Taiwanese manufacturers together, with attendance and support from relevant trade associations, as well as assistance and resource support from the government.
4. Featuring international press and magazine campaigns, barter deals, and an integrated approach to creating brand awareness.
5. Delivering a virtual exhibit hall and interactive business platform for a seamless O2O experience with quality buyers and to maximize trade show value.
6. Featuring a Hardware & Tools Innovation Forum that explores new technology, market trends and industry developments to drive further growth, which contributes to trade show branding, engagement with related supply chains, and year-round event promotion.
7. Incorporating an omnichannel business matchmaking fair and O2O one-on-one matchmaking meetings to engage buyers face-to-face; allowing major supply chain players to draw both orders and attention from top buyers worldwide.
8. An exceptionally curated grand annual event for hardware and tools brands that serves to expand the export market, revitalize the domestic market, and inspire broader industry growth. In addition to enabling businesses to expand their export footprint, the event will further open up opportunities for the local market, making the exhibition a flagship event for industry players and policy makers.
9. Taking place near the Central Taiwan Industrial Cluster, the event provides a one-stop-shop for international buyers and procurement specialists to explore products, potential partners and go on factory visits.

120E37'00"

Market information

Taiwan is the third largest exporter of hand tools in the world, the second largest exporter if OEM value is included. In 2020, the output value of the industry is NT\$122.5 billion, with export value reaching NT\$110.39 billion, making the nation a much-valued partner for the global supply chain with its stable supply capability. Claiming the world's largest market share in high-end product lines with a total of 2,367 hand tool manufacturers nationwide, Taiwan has evolved to become a world leader in hand tool manufacturing. As of the end of August 2021, the export value of hardware & hand tools from Taiwan already reached US\$3.7 billion, an increase of over 30% compared to the same period last year. Export growth and value this year are expected to exceed 35% and total US\$5.5 billion respectively, with a possibility to set a record high. The first industry-led Taiwan International Hardware & Tools Exhibition allows Taiwanese businesses to demonstrate their competitive edges through a wide range of events and campaigns and provides an unmissable opportunity to become a key partner for industry leaders in the global hand tools industry.

Exhibitor Profile

- Manufacturers
- Dealers/ Distributors
- Wholesalers/ Retailers
- Importers/ Exporters
- Platform and digital service providers/ Consultants
- Government agencies, associations and industry assistance organizations
- Media outlets and marketing agencies
- Foreign representations and companies in Taiwan, e.g. from Germany, the US, Japan, France and Italy

24N06'00"

Visitor Profile

- Hand tools, power tools and parts suppliers, tool brands, manufacturing and processing suppliers.
- Hardware & tools importers, distributors and wholesalers.
- Related manufacturers and factories, automobile and motorcycle repair parts manufacturers, bicycle parts and tools manufacturers, precision machinery manufacturers, biotech manufacturing companies, electronic device manufacturers, heavy machinery and other transportation tool manufacturers.
- Manufacturer of metal parts processing, components and machine tools.
- Suppliers in high-value metal, aerospace, 3D printing equipment and casting & foundry.
- Smart manufacturing facility, petrochemical plants and textile plants.
- Whole plant solution consultants, factory and industrial product designers.
- Retailers, wholesalers and maintenance service providers of plumbing and electrical supplies/ hardware tools.
- Construction industry, construction companies, interior design companies.
- Agricultural producers, agricultural machinery manufacturers, outdoor products manufacturers, gardening materials and service providers.
- Users of hardware & tools, DIY, outdoor tools.