



疫情影響 「台灣國際扣件展」延期至2021年9月份舉行

因應全球嚴重特殊傳染性肺炎 (COVID-19) 疫情，原定於本(109)年10月14日至16日辦理之第六屆「台灣國際扣件展」，經主辦單位「經濟部國際貿易局」與執行單位「中華民國對外貿易發展協會」及「台灣區螺絲工業同業公會」共同研議，考量海外參展商、國際買主及媒體恐無法如期來臺等不確定因素，將延期至2021年9月份舉行。

臺灣螺絲帽（扣件）產業長期以外銷為主要導向。據中華民國關務署進出口貿易統計，2020年1至6月台灣螺絲螺帽(HS CODE 7318)出口金額為近18.98億美元，較去年同期減少14.6%；出口量為65.89萬公噸，較去年同期衰退14.1%，顯見臺灣扣件產業受到新冠肺炎疫情，及自去年中美貿易戰全球工業景氣趨於保守之衝擊與影響。

為協助業者開發後疫情時代商機，外貿協會將持續整合數位行銷資源，建置「扣件展線上展覽」，提供參展廠商及買主完整O2O線上線下、虛實整合之數位行銷平臺；因應業者與國際買主無法面對面商洽之困境，貿協以「線上採購洽談會」新媒合形式，提供客製化之商務洽談服務；此外，將持續透過辦理系列新型態線上推廣活動，包含「數位產業論壇」、「線上海外推廣說明會」、「線上專業展系列報導」及「線上新產品發表」等，協助參展廠商提升行銷競爭力，拓展全球商機。

展望下半年全球產業發展，貿協將持續動員全球63個海外駐點資源、提供數位展覽發表平台、強化精準媒合服務及整合推廣行銷；台灣國際專業展亦不間斷推動五



大線上服務，期突破疫情限制，帶領我國業者創造後疫時代商機。相關展覽最新資訊請上扣件展官網：www.fastenertaiwan.com.tw；台灣國際專業展五大線上服務資訊可至台灣國際專業展網站數位台（TTS D' Channel）：<http://www.taiwantradeshows.com.tw> 查詢。

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"Taiwan International Fastener Show" postponed to September 2021

The novel coronavirus (COVID-19) epidemic is still significantly impacting global economy and society. Taking into account uncertain factors such as overseas exhibitors, international buyers and media may not be able to come to Taiwan as scheduled, the organizers of the "Taiwan International Fastener Show" (Fastener Taiwan), the Ministry of Economic Affairs, and implementers, the Taiwan External Trade Development Council (TAITRA) and the Taiwan Industrial Fasteners Institute (TIFI) decided to postpone the 6th Fastener Taiwan to September 2021.

Taiwan's fasteners industry has long been export-oriented. According to the Customs Administration of the Republic of China, the export value of Taiwanese screws and nuts (HS CODE 7318) from January to June 2020 was nearly US\$ 1.898 billion, a 14.6% decrease from the previous year. The export volume was 658,900 metric tons, down 14.1% from the same period last year. It is clear that Taiwan's fastener industry has been affected by the COVID-19 epidemic and the US-China trade war.

To assist the Taiwanese fastener industry in developing business opportunities in the post-epidemic era, TAITRA continues to integrate digital marketing resources and build a "Fastener Show Online Exhibition" to provide exhibitors and buyers with a complete virtual and real integrated digital marketing platform. In addition, TAITRA provides customized business negotiation services in the form of "online sourcing meetings". Furthermore, to enhance their marketing competitiveness and expand global business opportunities, TAITRA organizes a series of new online promotion activities. These include "TTS Insight", "Fastener Webinar", "Digital Industry Forum", and "Online New Product Launch".

Looking forward to the development of the global industry in the second half of the year, TAITRA continues to mobilize resources from 63 overseas offices around the world, provide digital exhibition marketing platforms, strengthen precision matching services, and integrate promotion and marketing. TAITRA also continuously promotes five major online services, hoping to break through epidemic restrictions and lead the industry to create business opportunities in the post-epidemic era. For updated information on the exhibition, please visit Fastener Taiwan's official website: www.fastenertaiwan.com.tw. For more details about the five major online services, please visit TTS'D Channel at <http://www.taiwantradeshows.com.tw>.