

Fasteners World Middle East 2024

Swarming Visitors with Inquiries Demonstrate Strong Purchasing Potential

Fasteners World Middle East, a professional international exhibition for the fasteners, hardware, industrial components and related raw materials/metal processing technology industries, was held at the Expo Centre Sharjah in UAE from January 8 to 11 this year, which is also a thematic sub-show of the well-known SteelFab.

The 4-day exhibition attracted many key industry players and potential buyers from the local and neighboring Middle East countries to observe the latest developments and innovations in the industry. Supported by the local government's policy of encouraging the metal fabrication industry to undergo digital transformation to enhance market competitiveness and gain more opportunities for development, the exhibition featured not only fasteners & metal-related processing technologies, but also other welding/cutting, power tools, machine tools, pipes & tubes, stainless steel products, as well as AI and robotics.

Hundreds of exhibitors from the UAE and other countries participated in the event, looking forward to deepening industry interactions and exchanges through the annual Middle East exhibition platform, and more importantly, promoting their brands to enhance their image and accelerating their steps to look for companies they can further establish business cooperation with in the future expansion of the Middle East market. Exhibitors from Germany, India and the UK, the largest overseas exhibitors groups this year, were also seen setting up their own national pavilions to showcase latest products, technologies and peripheral services.

According to the observation of Fastener World's on-site staff, most of the local Middle East buyers who had a large demand for fasteners during the show were general metal manufacturers, large-scale project builders (e.g., steel mills or power plants), and telecommunication transmission parts manufacturers. Many traders also came to our booth to ask for the latest publications and suppliers info, mainly inquiring about standard fasteners for various applications, while the demand for special fasteners was relatively low.

A few local buyers told Fastener World's on-site staff that "price, quality and flexible payment methods" were their key concerns when conducting pre-purchase evaluations. They also hoped to find Taiwanese fastener suppliers that can offer high c/p ratio of products through Fastener World's multiple suppliers info platforms, including printed/digital publications, online buying and selling systems, and comprehensive supplier databases.

As the UAE is one of the most important import markets for fasteners in the Middle East, and a key gateway for many overseas fastener suppliers to enter the Middle East fastener supply chain, the on-site presence of Fastener World staff will help fastener suppliers interested in expanding their business in the Middle East or the neighboring emerging markets to build up more cooperation with the local buyers. ■

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