

BRAZILIAN NEWS



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Crossing the Oceans

2023 was “the avant premiere year” on trade shows overseas to some Brazilian fastener manufacturers.

Brazil hasn't been an important export player in the international fastener market, mainly because the costs are so high, but nevertheless it is an emerging country. Could this scenario be changed?

Soon after Belenus' exhibitor debut last March at Fastener Fair Global (2023) in Stuttgart, Germany, a Brazilian washer manufacturer, Metalmatrix, exhibited in two overseas events: Expopartes, June in Colombia, and Automechanika, July in Mexico.

Last October was a time for two debuts by Hassmann and Metaltork as exhibitors to International Fastener Expo- IFE, USA. Both companies were founded more than 60 years ago, operating currently as strong domestic fastener players, focusing on heavy automotive sector, wind power energy among others.



Fig.1. IFE: Augusto Hassmann, Bernardo Hausmann, Denise Zerey, Serge Zerey (Hassmann), Ivan Reszecki, Charles Anderle (Mettaltork)
Automechanika: Idam Stival, Cristiano Grillo, Cássio Lopes (Metalmatrix)

Maxion Suppliers Award – 2023

The auto parts manufacturer unit created an exclusive category to award fastener providers.

A division from Iochpe Maxion, the Maxion Structural Components -with an industrial plant located in Cruzeiro Town, SP, Brazil, held in November 2023 an annual award ceremony for the best annual providers. Although the awarding involves several suppliers' sources, the highlight here goes to fastener manufacturer winner's new category.

The winners were: Quality Award to Metalac SPS; Project and Innovation Award to Ciser. The Development Award and Suppliers Award were given to Rivets Ind. Com.



Fig.2

Fig.3



Fig.4



TAITRA Business Mission, a Visit to Latin America

Taiwanese fastener companies held a roundtable meeting in Brazil.

In October 2023, the fasteners and tools business meeting took place at Hotel Meliá Paulista, in São Paulo, Brazil, an event that consisted of seven hours of business roundtables, in which companies from the fasteners segment, in addition to raw materials, were made available just like at a fair.

More than 60 Brazilian business people attended in search of new and profitable businesses. All support and organization were provided by the team from Taiwan Trade Center office Brazil, an official business agency, and the mission team was made up of 11 people from seven companies.

"Brazil is a market that occupies an important position for our members, as it can offer incredible commercial potential; it is a country with a market of more than 203 million people, which has conditions to grow and enter strongest in the durable and semi-durable consumer goods market", told Sandra Shih (Bottom middle in Figure 3, labelled with number "1"), local director of TAITRA. The mission - which also included business roundtables in Argentina and Mexico - came back to Brazil after the previous one in 2013. ■

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