

## **Australians Unite at China International Hardware Show**

**16 – 18 September 2009**  
**Shanghai, P.R. China**

*(chinese version below)*

Australian hardware companies have joined forces for the first time to exhibit at the China International Hardware Show 2009 in a dedicated 'Aussie' pavilion. Bordo International and Western Tool Distributors (WTD) will showcase their products at Asia's top trade fair for the entire hardware and DIY sectors, to be held in September. A concept promoted by Australian Hardware Journal and Fairlab Pty Ltd, a Sydney based exhibition management agency, the Australian-branded pavilion has been created to foster trade networks for export into Asia Pacific.

The participating companies of the Australian Pavilion:

**Bordo International** based in Melbourne, Victoria, is a premium supplier of industrial and engineering tools and offers a comprehensive distribution network. At this year's China trade show Bordo will exhibit product highlights such as high quality drill indexes, PowerCoil® Wire Thread Insert System and ProThread®, a complementing range for PowerCoil®.

"Strong branding and exceptional marketing support is paramount in separating yourself from competitors," says Adam Bowen, Export Sales Manager of Bordo International. "Displaying that to a wider audience is a focus for us and so exhibiting in China International Trade Show is a must to attract interest from distributors both internationally and domestically."

**Western Tool Distributors (WTD)**, based in Perth, Western Australia, represents the entire range of Hyundai Power Product range and will showcase its air compressors and generators from 2.5 HP DIY units right through to the 60 cfm Australian approved workshop series plus small engine products.

Rod Quinn, General Manager of WTD, says he is thrilled to be on board the Australian Pavilion concept: "We are extremely happy to be involved with the Shanghai Trade Show," he says. "We see it as a great opportunity to raise product awareness for the Hyundai Power Product brand."

In its debut year, the Australian Pavilion's organiser, Philipp Lischke of Fairlab Exhibition Management, is encouraged by the confidence that Bordo International and WTD have shown: "Australia and China are well on their way to connect in the hardware and tool industries," Lischke says.

"High quality product demand from China and Australia's engineering know-how to produce just that quality, calls for more business relationships to be formed. We have to thank our exhibitors for trusting us to take them into this prospering market."

"China is the launching pad for buyers of the entire Asia Pacific region so our Australian exhibitor's investment started paying the moment they signed up", he says.

"We wish all exhibitors a very successful and lucrative trade show and we encourage others to jump on board for the Australian Pavilion in 2010!"

For further information:

[www.cihs-practicalworld.com](http://www.cihs-practicalworld.com)  
[www.bordo.com.au](http://www.bordo.com.au)  
[www.wtd.com.au](http://www.wtd.com.au) / [www.hyundaigenerators.com.au](http://www.hyundaigenerators.com.au)  
[www.fairlab.com.au](http://www.fairlab.com.au)  
[www.hardwarejournal.com.au](http://www.hardwarejournal.com.au)

Product pictures for download under [www.fairlab.com.au/documents/CIHS09\\_AU\\_products.zip](http://www.fairlab.com.au/documents/CIHS09_AU_products.zip)

Voucher copy requested for reprint:

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## 澳大利亚展团亮相中国国际五金展

2009年9月16日至18日

中国上海

2009年中国国际五金展上，澳大利亚展团将首次集体亮相。博镀国际有限公司 (Bordo International) 和Western Tool Distributors公司将在9月举办的亚洲五金和DIY领域顶级展览会上展出产品。联合参展的倡议由澳大利亚五金期刊和悉尼Fairlab Pty展览管理公司发出，目的是促进向亚太地区的出口。

澳大利亚展团参展公司：

博镀国际有限公司总部位于澳大利亚墨尔本，经销工业工程工具，分销网络庞大。在今年的中国国际五金展上，博镀公司将重点展出高质量的钻头套盒、PowerCoil®钢丝螺套系统及配套产品ProThread®。

博镀公司出口销售经理Adam Bowen先生说：“为了在竞争中胜出，树立品牌和强大的营销策略最为重要。吸引更多的顾客是我们的重中之重。为了吸引更多的国际国内经销商，我们必须参加中国国际五金展”。

位于西澳大利亚州珀斯的Western Tool Distributors (WTD)将展出Hyundai 全套电动工具、空压机和发电机，型号从2.5 HP DIY系列到60 cfm工作室系列，全部产品均通过澳洲相关认证。另外，还将展示小型引擎产品。

WTD 总经理Rod Quinn说他很喜欢澳大利亚展团的理念：“非常高兴能来参加这个上海展览会，这是我们提升Hyundai电动产品知名度的好机会”。

今年是第一次组织澳大利亚展团，主办单位Fairlab 展览管理公司的Philipp Lischke 深受博镀和WTD信心的鼓舞。

Lischke说：“澳大利亚和中国在五金工具行业交往紧密”。

“中国对高质量的产品需求很大，而澳大利亚的生产技术领先，两国之间展开商务合作的机会很多。感谢参展商对我们的信任，让我们将他们带到这个繁荣的市场中来”。

他说：“中国对亚太地区采购商来说非常重要，从登记参展的那天起，澳大利亚参展商的投资就已经有所回报”。

“祝所有参展商参展成功，收获多多，希望更多的公司加入2010年澳大利亚展团”。

欲了解更多信息， 请登陆：

[www.cihs-practicalworld.com](http://www.cihs-practicalworld.com)

[www.bordo.com.au](http://www.bordo.com.au)

[www.wtd.com.au](http://www.wtd.com.au) / [www.hyundaigenerators.com.au](http://www.hyundaigenerators.com.au)

[www.fairlab.com.au](http://www.fairlab.com.au)

[www.hardwarejournal.com.au](http://www.hardwarejournal.com.au)

下载产品图片，请访问[www.fairlab.com.au/documents/CIHS09\\_AU\\_products.zip](http://www.fairlab.com.au/documents/CIHS09_AU_products.zip)。

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