

news +++ Smart Production Solutions Guangzhou  
China Import and Export Fair Complex, Guangzhou, 4 – 6 March 2024

**sps**

smart production solutions

**GUANGZHOU**

## SPS – Smart Production Solutions Guangzhou 2024 to showcase the latest advancements in smart manufacturing technologies from 4 – 6 March

**Guangzhou, 29 February 2024. Next week, SPS – Smart Production Solutions Guangzhou will open its doors at the China Import and Export Fair Complex in Guangzhou. Retaining its position as a leading event serving South China’s manufacturing industry, this three-day exhibition will build upon the strong foundation left by its predecessor SIAF Guangzhou (Guangzhou International Intelligent Manufacturing Technology and Equipment Exhibition) over the past 14 years. The event’s rebranding from SIAF to SPS allows it to better leverage the international resources available under the SPS brand, and brings it into a closer alignment with SPS in Germany. The exhibition is committed to showcasing the latest advancements in industrial automation technologies, and aims to further synchronise China’s smart manufacturing industry with international standards while helping international automation companies enter the regional manufacturing market.**

Led by government initiatives to advance the country’s new industrialisation development strategy and spur new economic growth, a growing number of Chinese manufacturing firms are integrating smart technologies into their production lines. Reflecting this trend, SPS – Smart Production Solutions Guangzhou has established itself as a central meeting point for the manufacturing sector, where international and domestic players alike converge to exchange information, share professional expertise, and reveal the latest in industrial automation technologies.

The event will occupy 40,000 sqm of floor space across three halls of the exhibition complex, and will cover a wide range of product categories including drive systems and motion controls, sensor technologies, control technologies, interface technologies, human-machine interfaces, mechanical infrastructure, industrial communication, manufacturing software and more. Some 700 exhibitors from a number of sectors will be in attendance, including industry leaders such as Autonics, BBH (ESTUNBBH), Beckhoff, Bernstein, Binder, Bonfiglioli, Cognex, Controlway, Daheng, Datalogic, DINKLE, ifm and Schmersal.

To enhance support for European brands and their Chinese subsidiaries seeking to expand their market presence in Asia, the 2024 show will introduce a dedicated European pavilion. The area is focused on enabling international cooperation opportunities, with this year’s spotlight on German and Italian brands. Highlighted European exhibitors include DETAS, Endless Sensor, Inxpect, Samac and more, who will showcase their innovative

solutions in sensor technologies, control technologies, machinery infrastructure and non-standard automation equipment.

Recognising the increasingly significant role of industrial communication technologies in smart manufacturing, the exhibition will also feature a pavilion centred on industrial digitalisation and information technologies. This area will delve into the most recent trends in software and communication technologies and their applications within the industry. It will also serve as the venue for the Guangzhou International Digitisation & Informatisation Forum (IndDigital), which investigates how these technologies can be applied across downstream industries.

As in previous years, the fair will be complemented by a series of concurrent summits, forums, panel discussions, and product introduction sessions. Leading voices from the industry will be on hand to impart their valuable insights and experiences, with highlighted seminars including Intelligent Manufacturing + Future, Dialogue with Hidden Champion Seminar – Industrial Communications, Smart Industry Solutions Seminar – New Energy, Automotive Industry – Intelligent Manufacturing Forum, Time-Sensitive Networking Technology (TSN) Conference – TSN in Practice and more.

SPS – Smart Production Solutions Guangzhou 2024 will be held alongside two concurrent manufacturing exhibitions: Guangzhou Industrial Technology, which is dedicated to advancing China's intelligent manufacturing industry, and Asiamold Select – Guangzhou, which explores the latest moulding, die-casting and 3D printing technologies. Together, these three shows function as a comprehensive industrial platform, uniting professionals from all stages of the manufacturing lifecycle in cross-industry collaboration and satisfying the changing needs of buyers in the country's new industrialisation era.

SPS – Smart Production Solutions Guangzhou is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, China Foreign Trade Guangzhou Exhibition Co Ltd, Guangzhou Overseas Trade Fairs Ltd and Mesago Messe Frankfurt GmbH. Associate sponsors are the Guangdong Association of Automation, the Guangzhou Association of Automation and the Guangzhou Instrument and Control Society. The fair is also supported by the China Light Industry Machinery Association, China Chamber of International Commerce Guangzhou Chamber of Commerce and the Beijing Internet of Things Intelligent Technology Application Association.

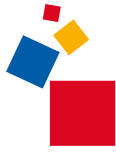
For more details about the fairs, please visit [www.spsinchina.com](http://www.spsinchina.com) or email [sps@china.messefrankfurt.com](mailto:sps@china.messefrankfurt.com).

Further Messe Frankfurt fairs in the same industry cluster as SPS – Smart Production Solutions Guangzhou include:

- **SPS Italia – Smart Production Solutions**  
28 – 30 May 2024, Parma, Italy
- **SPS – Smart Production Solutions**  
23 – 25 September 2025, Atlanta, United States

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Press information and photographic material:  
<https://spsinchina.cn.messefrankfurt.com/guangzhou/en/press.html>



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**Background information on Messe Frankfurt**

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300\* people at its headquarters in Frankfurt am Main and in 28\* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600\* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability)

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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\* Preliminary figures for 2023