

Press

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SPS – Industrial Automation Fair Guangzhou
China Import and Export Fair Complex
Guangzhou, China 4 – 6 March 2018

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SPS – Industrial Automation Fair Guangzhou: Industrial Robotics and Machine Vision Zone reaches sold-out status for 2018 show

A number of global brands confirm their first attendance

Booming market of advanced machinery and robots in China driven by intelligent manufacturing trends

SPS – Industrial Automation Fair Guangzhou (SIAF) will open its doors from 4 – 6 March 2018 at the China Import and Export Fair Complex in Guangzhou, China. SIAF continues to be the ideal business platform and one of the most important trade shows for industrial automation in South China. Over the years, the fair has consistently reached new heights and the upcoming edition promises to be no different. Since the show opened to exhibitors for booking earlier this year, the fair has already confirmed the participation of more than 350 reputable industrial automation solution suppliers from across the world. Recognising the importance and future growth prospects of the South China market, exhibitors are ready to present their latest industrial automation technologies at the show.

In response to the enthusiasm from exhibitors for the 2018 edition, booth space within the Industrial Robotics and Machine Vision Zone – which has expanded to occupy the whole of Hall 2.1 – has already sold-out. Close to 60% of the hall is occupied by exhibitors who have attended for more than two years, including Adtech, ATI, Chelic, Cognex, Daheng, Einuo, Estun, Harmonic, HELUKABEL, Huoban, Karming, Logen, Longshen, Qinchuan, Tamasec, W-Robot, YSR and others.

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With the fair making a concerted effort to focus on growing demands in the global market, a number of first-time participants have also confirmed their presence at the Industrial Robotics and Machine Vision Zone bringing a diverse array of solutions and products to the international and domestic manufacturing communities. Brands including Desoutter,

Messe Frankfurt (HK) Ltd
35/F China Resources Building
26 Harbour Road
Wanchai, Hong Kong

Han's, Intelligent Eyes, KEBA, Nabtesco, Universal Robotics and many more are set to showcase their latest industrial robots, components, research and development platforms, software, machine vision and intelligent solutions. Among the confirmed exhibitors are the following highlighted product and solution providers:

- **Universal Robots (Shanghai) Co Ltd**
The Denmark-based company is currently one of the world's most acclaimed industrial robot manufacturers. Precision movements and easy operation are the robots key traits which set them apart from their competitors. They are able to increase productivity and simplify manufacturing procedures to ensure safer working environments. Designed to revolutionise the manufacturing industry, the robots are each developed specifically to meet the requirements of their users.
- **Shanghai Nabtesco Motion-equipment Co Ltd**
Shanghai Nabtesco Motion-equipment is a precision cycloidal gearbox manufacturer from Japan. Its flagship product is the RV precision cycloidal series. Known for its build quality and proven performance, Nabtesco's precision equipment provides high torque, high-ratio and significant shock-load capabilities with extreme precision and very low backlash.
- **KEBA Industrial Automation (Shanghai) Co Ltd**
Established in 1896 and headquartered in Austria, KEBA specialises on the development on complex control and operation automation systems. They currently focus on two main business sectors in China, including their KePlast series which optimises automation solution for injection molding machines as well as their KeMotion series which provides total solutions for the automation of robots and machines.

For 2018, the fair organisers have once again partnered with the Guangdong Association of Automation to present the Guangdong Robotics Pavilion. As Guangdong province is one of the most important manufacturing hubs in South China, the Guangdong Robotics Pavilion will promote the region's innovative industry developments and leading brands.

Booming market of advanced machinery and robots in China driven by intelligent manufacturing trends

The market for industrial robots continues to grow in China, with Guangdong province at the forefront. The region not only has the largest demand for robotic products but is also home to many domestic robotic manufacturers. According to research conducted by Guangdong Provincial People's Government, one in every five industrial robots is developed and manufactured in the province. In 2016, the manufacturers within the region produced a total of 60,000 units which accounted for 45.2% of China's total industrial output. With the introduction of the 'Made in China 2025' plan and the growing popularity of smart manufacturing, Guangdong province will continue to be a leading

powerhouse for developing and manufacturing state-of-the-art industrial robots in the years to come.

Furthermore, the Guangdong Provincial People's Government is targeting to increase the production and application of industrial robots by 20,000 units to a total of 80,000 units within 2017, worth approximately USD 9 billion. With more intelligent manufacturing products in the market, the Chinese government is encouraging the digital information, food processing, medical, construction and metal working industries to adapt smart manufacturing solutions by introducing attractive subsidy schemes to aid with the manufacturing facility conversion. For brands looking to tap into the Chinese market, SPS – Industrial Automation Fair Guangzhou remains a top choice for meeting target and qualified buyers.

SPS – Industrial Automation Fair Guangzhou is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, the China Foreign Trade Guangzhou Exhibition General Corporation, 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. Additionally, the 2018 show will be held concurrently with Asiamold – Guangzhou International Mould & Die Exhibition. Asiamold focuses on additive manufacturing, moulding and 3D printing technologies which all make use of industrial automation technology. Exhibitors will no doubt benefit from the business opportunities presented at the two fairs.

For more information about the 2018 show, please visit www.spsinchina.com, or email sps@china.messefrankfurt.com.

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

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).

For more information, please visit our website at:

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