

# 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 (SIAF) 2018 to explore future industry trends**

**Experts share current Industry 4.0 forecasts at the “Global review on Industrial Digitised Transformation” and “Dialogue with Hidden Champions” conferences**

**“Smart Industry Solutions Summit” makes its first appearance at SIAF**

SPS – Industrial Automation Fair Guangzhou (SIAF), hailed as the leading industrial automation industry event, will once again be held at the China Import and Export Fair Complex in Guangzhou from 4 – 6 March 2018. Since the show opened to exhibitors for booking in April, it has confirmed over 430 exhibitors, a 15% increase in exhibitors from the same period last year. Apart from connecting suppliers and buyers across the continents to facilitate global trade, the fair also serves as a vital marketing and networking platform for all participants. The “Global review on Industrial Digitised Transformation” and “Smart Industry Solutions” conference are due to be the two main events of the show and will gather industry experts to share the latest information on Industry 4.0 within the South China region.

**Experts share current Industry 4.0 forecasts at the “Global review on Industrial Digitised Transformation” and “Dialogue with Hidden Champions” conferences**

Since the introduction of ‘Industry 4.0’, national governments in the region have urged industrial automation solution providers to further enhance key manufacturing technologies including Internet of Things (IoT), sensors and cloud technologies in order to stay at the forefront of technological advances. Covering some of the industry’s on the button topics, the “Global review on Industrial Digitised Transformation” conference will provide an unparalleled platform for local and international industry experts to exchange the latest market information and provide attendees a better perspective on industry developments in China, Japan, and Taiwan. Highlighted topics at the conference include:

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

- **Made in China 2025 – South China**

Announced in 2015, the “Made in China 2025” policy is targeting a big leap in the production and innovation of robotics by 2025. South China is home to some of the most prominent enterprises for developing and manufacturing robotic products within the country. Facilitating discussion among leading enterprises in the region, a series of presenters will provide their input on the current industrial robotics industry and other related developing trends and technology.

- **Smart Manufacturing in Taiwan**

Much like Guangdong province, Taiwan is also an important region for producing some of the world’s state-of-the-art industrial automation solutions. With years of experience in industrial digital transformation, experts from renowned Taiwanese enterprises will share their insights on smart green manufacturing solutions.

- **Innovative IoT Technologies for Manufacturing – Proposal for “Manufacturing 2030” from the Japan Electrical Manufacturers’ Association (JEMA)**

With a primary focus on the development and enhancement of Industrial IoT (IIoT) technologies, Japan Electrical Manufacturers’ Association representatives will provide a brief overview on Japan’s “Manufacturing 2030” concept. In this session, JEMA will reiterate the benefits of implementing robotics and sensor technologies for precision manufacturing to other business sectors besides the electronics industry.

Furthermore, continuing the success of the previous edition, the “Dialogue with Hidden Champions” conference will return to the 2018 fair. It will once again be led by renowned representatives from Beckhoff, B&R as well as Phoenix Contact. Confirmed speakers and topics for the event include:

- **“Dialogue Between Hidden Champions in Europe” – Industrial Transformation in the Current Industrial IoT Era**

Industrial Internet of Things has been heralded primarily as a way to improve operational efficiency. But in today’s environment, companies can also benefit greatly by seeing it as a tool for finding growth in unexpected opportunities. Knowing the benefits of this booming technology, the fair organisers have crafted this complementary programme to help industry players unlock a wealth of market information. Topics to be covered in the conference include industry analytics, strategic planning, application and talent development.

**Speakers:**

- Mr Liang Li Qiang, President, Beckhoff Automation (Shanghai) Co Ltd
- Mr Xiao Wei Rong, President, B&R Industrial Automation (China) Co Ltd
- Mr Gu Jiang Dang, President, Phoenix Contact (China)

## **“Smart Industry Solutions Summit” makes its first appearance at SIAF**

In addition to new and returning fringe events, the Smart Industry Solutions Summit, a well-established conference platform in East and Central China, will also make its first appearance at the upcoming fair. The conference will highlight three main topics including the intelligent and application aspects for analytics in the automobile manufacturing industry, logistics and storage industry as well as smart production lines. Balluff and Harting, specialising in sensor and connectivity technologies respectively, have confirmed their participation at the conference. By presenting case studies, the companies will address the challenges of connectivity while highlighting the application of sensor solutions in automobile manufacturing.

As for the logistics and warehousing industry, industrial robots, sensor technologies and machine vision exhibitors will unravel the dynamics of warehouse operations, including automated guided vehicles, target location systems, robotic arms and various measurement technologies. Furthermore, the production line for household appliance manufacturing and food packaging industries will also be covered. Presentation topics include:

- Sensor Technology for Automotive Industry
- Total Connection Solution for Automotive Industry
- Solutions for Smart Warehouses and intralogistics
- Global Industry IoT technology and Applications Summit
- Intelligent Solutions for Factory Automation

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 present at the two fairs.

For more information about the 2018 show, please visit [www.spsinchina.com](http://www.spsinchina.com), or email [sps@china.messefrankfurt.com](mailto: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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