

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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SIAF18_PR4

SIAF2018 to focus on five core topics offering a comprehensive overview of industrial breakthroughs in China

A strong line-up of international buyers is ready to make new business connections

Extensive product displays coupled with quality seminars reveal the latest developments in the sector

The 2018 edition of SPS – Industrial Automation Fair Guangzhou (SIAF) will open its doors in March. As the prime marketing platform for the automation sector in South China, the show has earned significant support and trust from industry peers. This year, SIAF will welcome a record number of 600 exhibitors to the show, with more than half being international companies. The organisers are also bracing themselves for more than 55,000 professional visitors, making the 2018 fair the largest edition to date.

Thanks to its extensive line-up of exhibitors and professional buyers, SIAF has become the premier business platform for the automation industry in South China. Five core topics that will be given prominence during this year's show include **Industrial Robotics and Machine Vision, Electric Systems, Sensor and Measurement Technologies, Connectivity Systems, and Smart Solutions for Logistics**. Renowned international brands will demonstrate the latest progress in smart production systems, not only at their exhibits but also during the many seminars and business exchange opportunities. Further details of these five core topics are as follows:

Industrial Robotics and Machine Vision

Essential to the concept of smart manufacturing, the development of industrial robotics is currently one of the top priorities of China's automation companies. The strategic plan issued by the Chinese central government, Made in China 2025, has an objective to propel the domestic robotics sector into a world leader. In response to the demand from exhibitors, SIAF has set up a dedicated Industrial Robotics and Machine Vision Zone, which will concentrate on exhibits in the field of

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

robotic parts, machine vision, robotic development platforms and integrated solutions. Leading exhibitors include: YSR, GSK, UR, ESTUN, Adtech, PEITIAN, Harmonic and Nabtesco.

Electric Systems

If robotics form the limbs of a smart factory, electric systems are the heart that generates power for the plant. This year's show sees a number of world-renowned enterprises making their debut, presenting an innovative array of technologies and solutions related to motors, drives, motion controllers, and drive components. Some of the leading exhibitors in this zone include: Bonfiglioli, SANYO DENKI, SERVOTRONIX, MOTOR POWER, ROUIST, CAMOZZI and GAT.

Sensor and Measurement Technologies

Sensor and measurement technologies once again form an important component of the fair. A selection of the latest sensors, industrial image processors as well as measuring instruments will be on display. Standout exhibitors include: Baumer, CONTROLWAY, PEPPERL+FUCHS, BALLUFF, ifm, CONTRINEX, SICK, Autonics and KEYENCE.

Connectivity Systems

Exhibitors that specialise in connectivity systems will display a range of products including electronic connectors, device interfaces, networking components and cable assemblies. Visitors will be able to find network systems, machinery or energy and signal transmission facilities tailor-made for production plants. Both individual end-market products and comprehensive project solutions will be presented. Some of the well-known exhibitors within this sector include: Lemo, STAUBLI, Phoenix Contact, and Harting.

Smart Solutions for Logistics

New to the show this year will be a focus on smart solutions for logistics. Highlighted solutions for warehouse operations include warehouse equipment and systems, conveyors and material-handling equipment as well as industrial software.

Some of the leading exhibitors include: Linde, Tianjian

A strong line-up of international buyers is ready to make new business connections

SIAF encompasses a wide range of companies within the industrial automation production supply chain. Keen to connect with some of the industry's heavyweights, buyer delegations from some of the biggest Chinese and international brands have been confirmed. Nike, Colgate, SAMSUNG, Gree, Skyworth, Midea, Huawei, Nissan, JDB, Esquel and TCL are all expected to conduct procurement and related research at the fair.

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Extensive product displays coupled with quality seminars reveal the latest developments in the sector

From the outset, SIAF has been committed to organising high-calibre conferences as well as comprehensive product exhibitions to serve the growing needs in the region. This year, the seminar programme will once again be held to promote high-level technical exchange within the industry. Last year's well-received seminar, "Dialogue Between Hidden Champions in Europe", will return to explore the transformations taking place in an era of industrial IoT, while the "Smart Industry Solutions Summit" debuts to address the topic of smart manufacturing for the automobile, logistics and storage sectors. In total, 45 seminars and talks will be delivered covering 120 topics across the industry. For detailed information about the topics and guest speakers, please visit the fair's [official webpage](#).

SPS – Industrial Automation Fair Guangzhou is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, 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. 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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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).

* preliminary numbers 2017

For more information, please visit our website at:

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