

## Press release

# SPS – Industrial Automation Fair Guangzhou kicks off on 10 March 2019

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**Entering its 10th edition, SPS – Industrial Automation Fair Guangzhou (SIAF) will open for trade from 10 – 12 March 2019 at the China Import and Export Fair Complex in Guangzhou.**

Being one of the most reputable industrial automation fairs in South China, SIAF will once again be concurrently held with Asiamold – Guangzhou International Mould & Die Exhibition. Together the two shows will feature over 950 leading brands across 62,000 sqm of exhibition space and are expected to attract more than 80,000 visitors from 45 countries and regions. The fringe event programme will also deliver a total of 80 talks which provide fairgoers' insights into the latest industry developments.

The three-day event is dedicated to presenting innovations for the smart manufacturing industry in South China. SIAF will demonstrate the technological advancements in industrial automation via six core product categories. One of the noteworthy categories is Industrial Internet, which will make its debut at SIAF to open the door for companies looking to achieve digital transformation by deploying industrial software, industrial communication, and industrial cloud platform and cybersecurity technology. The show will put a spotlight on sensor technologies and machine vision which will be featured in the same exhibition hall for the first time to illustrate the impressive convergence of these two closely knitted technologies. Fairgoers will be able to examine a complete showcase of sensors, industrial process imaging and measuring technologies. Other product categories include Electrical Systems, Connectivity Technologies, Sensor Technologies and Industrial Measuring Instruments and Smart Solutions for Logistics to satisfy the diverse sourcing needs of international and domestic buyers.

### **Impressive range of exhibits attracts high-profile buyer delegations**

As an important gateway for overseas companies to tap into the industrial automation market in South China, SIAF attracts numerous leading brands to participate every year. New brands from abroad attending the 2019 edition include Akribis, Canon Optical, ESCHA, Fraenkische, Jacques, Kuebler, LMI, MITSUBISHI ELECTRIC, Nexans, OPERA and Sinfonia. Visitors will find it rewarding to discover a comprehensive display of up-to-date solutions for China's manufacturing market. Renowned brands are eager to organise buyer delegations and find out the newest technologies on offer in SIAF. Some of the leading companies which visited the fair in previous editions include:

**Automotive Engineering:** BYD, FAW – Volkswagen, FIAT, HONDA, NISSAN, Valeo

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

**3C Industry (Computer, Communication and Consumer Electronic):**

Delta, Flex, Foxconn, Huawei, VIVO, ZTE

**Food and Beverage:** DANONE, Ding Hu, JDB, Jia Shi Li

**Household Appliances:** Galanz, GREE, Hisense, Midea, Skyworth, TCL, Whirlpool

**Consumer Goods:** Bluemoon, Colgate, Liby, P&G

**Pharmacy and Medical:** Baiyun Mountain, Bayer, Pan Gao Shou, Wang Lao Ji

**Textile and Footwear:** Adidas, Esquel Group, Nike, Pou Chen Group

**Packaging and Printing:** Ai Li, Bai Sheng, Essel, YUTO

**Experts share industry forecasts through an interactive fringe event programme**

Progressive ideas are constantly floating around within the industrial automation market and the engaging seminar programme seeks to unveil them. This year, SIAF will facilitate thought-provoking industry dialogues by delivering two key presentations.

Following the success of the debut participation by the Japanese Electrical Manufacturers' Association (JEMA) at the seminar programme last year, SIAF will join hands this year with Nippon Electric Control Equipment Industries Association (NECA) from Japan to present "ZERO Manufacturing--Future Vision of Manufacturing". Riding on the wave of Industry 4.0, NECA advocates "5ZERO Manufacturing" which examines five key aspects – "Zero defects", "Zero production loss", "Zero late deliveries", "Zero accidents" and "Zero downtime". The forum will draw a road map for the future of manufacturing by exploring how to deploy IoT, big data, artificial intelligence, cooperative robots and the "PDCA" cycle method to provide value-added services for the industry.

Meanwhile the Smart Industry Solutions Summit will continue to offer industry insights to participants. During the "Machine Vision" session, notable machine vision companies will hold a diverse array of seminars and some of the highlighted presentations will include:

- "OPT's Intelligent Vision System (SCI) makes the application of computer vision easier" hosted by OPT
- "Intelligent Vision Technology Applied in Automation" led by Daheng
- "Introduction of the Next Evolution in 3D Scanning and Inspection" presented by LMI Technologies
- "Absolute Position Measurement System of Well Path" presented by Kuebler

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

SPS – Industrial Automation Fair  
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include the Guangdong Association of Automation, the Guangzhou Association of Automation, the Guangzhou Instrument and Control Society while the China Light Industry Machinery Association is also a show supporter. The 2019 fair 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 2019 show, please visit [www.spsinchina.com](http://www.spsinchina.com), or email [sps@china.messefrankfurt.com](mailto:sps@china.messefrankfurt.com).

**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 30 locations, the company generates annual sales of around €715\* 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: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018