

## Press release

# Bright industry outlook echoed by positive exhibitor recruitment at SPS – Industrial Automation Fair Guangzhou

**SIAF 2019 will be held next year from 10 – 12 March at the China Import and Export Fair Complex in Guangzhou, China. Early signs for the show are positive as exhibitor booking numbers have increased by over 30% compared with this same period last year.**

As a sister event of the world-renowned SPS IPC Drives in Nuremberg, Germany, SIAF is the premier hub for intelligent automation solutions in South China. Exhibitor recruitment for the 2019 edition has already surpassed previous years as booth reservations have increased by 36% from this time last year. Some of the renowned brands to return again in 2019 include Balluff, Cognex, IFM, Pepperl + Fuchs, SICK and YASKAWA Shougang. Such encouraging figures indicate industry peers are optimistic about the market growth over the coming years.

A long-time exhibitor of SIAF, Adtech (Shenzhen) Technology Co Ltd, applauded the continued effectiveness of the show. Mr Wang Liang, Marketing Manager, stated: “Our company has been exhibiting at SIAF since 2007. The show has a long history of helping to develop the industry and has earned significant influence within the industrial automation industry in South China. We return each year to the fair in order to increase our brand awareness and to meet new customers.” From small and medium-sized companies specialising in a particular technology to large businesses involved across various industry sectors, SIAF continues to be recognised as an ideal platform to discover new business opportunities.

Similar to last year, various product categories will be arranged into different halls to make navigation for fairgoers more convenient. Hall 5.1 will feature sensors and applications of machine vision, while industrial robotic technologies and accessories, pneumatic systems and components as well as intelligent equipment will all be featured in Hall 2.1. Hall 3.1 and 4.1 will house advanced control technologies, industrial connectors, drive systems and components.

The application of Industrial Internet of Things (IIoT) in manufacturing technologies to deliver greater capacity and value by optimising production requirements has become a compelling industry trend. An enhanced product zone dedicated to IIoT, industrial software and systems will allow fairgoers to uncover some of the latest innovations available in the market.

## **Concurrent event programme gathers influential speakers offering key market insights**

Besides being a sourcing platform, SIAF offers a comprehensive platform for fairgoers to expand their knowledge and learn more about

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the industrial automation industry. The fair will deliver an engaging programme of talks and panel discussions by gathering key decision makers to explore the latest industry trends and developments. Some of the key presentation topics at the 2019 fair include:

- **Manufacturing**
  - Using electrical automation and Industrial IoT as a means to assist intelligent manufacturing
  - Visualisation of control technology
  - The collaboration of motors and drive components for a more efficient performance
- **Process automation**
  - Shifts in production patterns – from a traditional production line to flexible manufacturing cells
  - Seamless communication technology in flexible manufacturing cells
- **Case studies and solutions**
  - The application of connection technology, sensing technology and machine vision with practical solutions for the automobile manufacturing industry
  - A practical perspective on industrial digital transformation trends
  - Comprehensive solutions for the logistics and warehouse industries

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 2019 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 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 2,400 employees at 30 locations, the company generates annual sales of around €669 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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SPS – Industrial Automation Fair  
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