

Press release

SIAF Guangzhou 2020 introduces new exhibition area dedicated to industrial internet technologies

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SIAF20_PR1

SPS – Industrial Automation Fair Guangzhou (SIAF Guangzhou) will return for its 11th edition from 26 – 28 February 2020 at the China Import and Export Fair Complex in Guangzhou. Earlier this year in March the fair commemorated its 10th edition with record-breaking exhibitor and visitor figures. The annual fair establishes itself year after year as the ideal place to make valuable connections and find new opportunities in the market.

As a sister event of the world-renowned SPS Smart Production Solutions in Nuremberg, Germany, SIAF is the premier hub for intelligent automation solutions in South China. The fair will once again be held concurrently with Asiamold – Guangzhou International Mould & Die Exhibition to provide a one-stop sourcing platform for industrial automation and the mould, die casting and additive manufacturing markets in South China. The two fairs hosted earlier this year welcomed 988 exhibitors from 20 countries and 98,776 trade visitors from 45 counties and regions. The fair's international profile welcomes solution providers from all around the world, while its home presence in Guangzhou provides the opportunity to take advantage of China's strong economy and manufacturing industry.

A long-time exhibitor of SIAF, Cognex China, praised the continued effectiveness of the show at the 2019 edition. Mr Jim Liu, Senior District Sales Manager, remarked: "Year after year we meet clients looking for specific solutions, which reflects the quality of the fair's buyers. Being able to directly meet with potential clients not only helps us understand their needs but also inspires us to continuously improve our products." 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.

Entering an era of digital innovation, the development and application of the industrial internet is expected to revolutionise the manufacturing industry. Utilising high-speed 5G wireless transmission technology, it is set to unleash the full potential of future cyber-physical manufacturing systems by further enhancing production efficiency. To showcase this industry trend, SIAF will dedicate a new exhibition area to industrial internet, software and systems, allowing fairgoers to uncover the latest innovations available on the market.

Messe Frankfurt (HK) Ltd
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The latest automation products and solutions will be categorised in different halls to cater to fairgoers' sourcing needs. Hall 2.1 will feature industrial robotic technologies and accessories. Halls 3.1 and 4.1 will house advanced control technologies, industrial connectors, drive systems and components, while sensors and applications of machine vision will be displayed in Hall 5.1.

Concurrent event programme gathers industry leaders to offer key market insights

Besides being a sourcing platform, SIAF offers a comprehensive platform for fairgoers to expand their knowledge and learn more about the latest industrial automation industry development trends. Satisfied with the concurrent topics last edition, Mr Yao Ke, R&D Director from the Guangzhou HKUST Fok Ying Tung Research Institute praised the unique insights at the concurrent programme: "Production line troubleshooting via software and industrial internet were two of the most important topics for manufactures covered at the fringe event. Apart from understanding the latest industry developments, the seminars also helped put me in touch with the right industry experts."

For the 2020 edition of the show, a designated concurrent event zone will be featured to increase the quality of the fair's fringe programme. Below is a sneak peek of the highlighted topics that will be featured in the programme:

Digitalisation of Manufacturing Forum

- Industrial Internet Drives Digital Transformation
- Smart Sensors are the Basis of Every Smart Solution
- Dialogue with Hidden Champions 2020
- Internet Connectivity: the Fusion of 5G, AI and IoT – Energising Industrial Manufacturing
- IoT Platforms in Industry

Smart Industry Solutions Summit

- Smart Factory for Automotive Engineering
- Solutions for Intralogistics and Warehouse
- Refine the Value Chain of Manufacturing
- Elements of the "Factory of the Future"

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, the Guangzhou Instrument and Control Society and China Light Industry Machinery Association.

SPS – Industrial Automation Fair
Guangzhou, 26 – 28 February 2020

For more information about the 2020 show, please visit www.spsinchina.com, or email 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 €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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.

Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

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