

Press release

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## 2020 edition of SIAF Guangzhou pulls out all the stops with a well-rounded fringe programme

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SIAF20\_PR3

**In less than two months, the fairground at the China Import and Export Fair Complex (Pazhou) in Guangzhou, China will open its doors to kick off the 11<sup>th</sup> edition of SPS – Industrial Automation Fair (SIAF). On 26 – 28 February 2020, visitors and exhibitors from all over the world will gather at the venue which encompasses everything there is to do with industrial automation technology and solutions. What’s more, the fair will feature thought provoking seminar programmes to explore the future of industry transformation.**

Adding to an array of categorised exhibits and demonstrations offered onsite, SIAF Guangzhou will once again organise a number of interactive conferences and seminars which coincide with the fair’s six major themes: industrial robotics and machine vision, connectivity technology, sensor technologies, industrial measurements and instruments, industrial internet as well as smart solutions for logistics. Collectively, this offers an unparalleled platform for local and international industry experts to exchange the latest market information and provide attendees with a better perspective on industry developments worldwide. Some of the highlighted events include:

- **Monodzukuri management philosophy forum**  
Following the success of the participation by the Nippon Electric Control Equipment Industries Association (NECA) at the seminar programme last year, SIAF Guangzhou will join hands this year with the Japan Electric Measuring Instrument Manufacturers’ Association (JEMIMA) to present the “Monodzukuri management philosophy forum”. In the current precise and efficient manufacturing era, the forum will share and explore the “Monodzukuri” philosophy which encompasses a synthesis of technological prowess, know-how and Japan’s manufacturing practices into modern-day production processes.
- **Dialogue with Hidden Champions: Industrial internet connection technologies and solutions**  
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

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wealth of market information. Some of the topics covered in the forum include:

- What challenges and opportunities will industrial internet and 5G technologies bring to the industrial connectivity and connectors sector?
- What are the development trends for the industrial connectivity sector in the current technologically advanced era?
- Revealing the latest findings within the industrial connectivity field and understanding their respective benefits
- Product and case study sharing

- **Time-Sensitive Networking technology and applications (TSN/A) conference**

SIAF Guangzhou have joined hands with Weka Fachmedien and Avnu Alliance to bring the well renowned TSN/A conference to Guangzhou. Focusing on the technical aspects, research findings and case studies sharing, expert speakers representing semiconductor manufacturers will share their insights on TSN roadmap while control and switch manufacturer experts will present their thoughts on TSN-based product developments.

- **Smart Industrial Solutions Seminar**

The returning Smart Industrial Solutions Seminar will focus on two main themes: Process sensor 4.0 and Robotics and Machine Vision. The seminar will provide insights on the developing trends for the sensors, robotics and machine vision technologies and practical case-studies on how they are applied within manufacturing processes. Furthermore, the seminar will also cover various preventive and maintenance topics for seniors - robotic and machine vision components will be explored.

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.

For more information about the 2020 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 2,600\* employees at 30 locations, the company generates annual sales of around €733\* 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

SPS – Industrial Automation Fair  
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\*Preliminary figures 2019