

Press release

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SIAF Guangzhou 2021 returns next March debuting new Internet of Things Pavilion

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SIAF21_PR1

The 12th edition of SPS – Industrial Automation Fair Guangzhou (SIAF Guangzhou) will return from 3 – 5 March 2021 at the China Import and Export Fair Complex in Guangzhou. The fair will cover the latest worldwide industrial automation innovations with a spotlight on a broad spectrum of robotics, drives, sensors, human machine interface (HMI) and embedded systems, connectivity and electrical technologies. Reflecting the tremendous business potential of industrial internet in the current digital innovation era, the fair organisers will set up a new Internet of Things Pavilion, to effectively display internet of things, software and systems related solutions.

SIAF, a sister event of the world-renowned SPS Smart Production Solutions in Nuremberg, Germany, is the premier hub for intelligent automation solutions in South China. Held concurrently with Asiamold – Guangzhou International Mould & Die Exhibition, both fairs are dedicated to showcasing a variety of the latest smart manufacturing solutions, bringing insights from industry leaders and providing rich networking opportunities for fairgoers within the South China region. Together, SIAF and Asiamold 2021 expect to welcome over 65,000 visitors and host more than 850 exhibitors across 50,000 sqm of exhibition space.

In just a few months after the conclusion of the 2020 fair, approximately 300 exhibitors have already confirmed their participation for 2021. Some of the leading enterprises who will present their cutting-edge products and solutions include: Autonics, Biduk, Bonfiglioli, Carlo Cavazzi, Chuang Feng, Controlway, DECA, DEGSON, Defuro, Dinkle, Erteng, FATEK, Finecable, Geneuo, Harting, HR, Huoban, Kar Ming, Leadshine, Micromatch, Murrplastik, Pegatron, Pepperl+Fuchs, SNS, SVLEC, WAIN, W-ROBOT, Yakotec, YASKAWA, Yuheng and others. 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.

New Internet of Things Pavilion to unveil latest manufacturing innovations

In recent years, digital transformation has become a business priority for many manufacturers, particularly with the introduction of industrial internet. It is gradually transforming the industry, changing how manufacturers operate from day-to-day. Utilising the latest high-speed

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5G wireless transmission technology, industrial internet is capable of unleashing the full potential of future cyber-physical manufacturing systems and enhancing production efficiency. To highlight this revolutionary development, SIAF will debut the Internet of Things Pavilion and help fairgoers uncover the latest industrial internet solutions and innovations available on the market. Some of the confirmed exhibitors for this pavilion include: Guangzhou Robustel, JingQi (Tianjin) Technology, Kunlungk, Schmeral China, Shenzhen Cotytech Technology, Shenzhen Laogou Technology, Shenzhen LR-LINK Electronic, Shanghai Rocksens Automation, Shenzhen WELLAUTO Technology and others.

To highlight the importance of the latest technological advancements in digital transformation and industrial internet, the International Smart Manufacturing Industry Alliance organised the 'Smart manufacturing + IoT – Industrial Automation meets IoT seminar' at SIAF 2020 which acted as a prelude event for exhibitors to showcase their latest findings at the new Internet of Things Pavilion in the upcoming edition. Mr Jixiang Wei, Chief Expert on Cloud Manufacturing from RootCloud, shared his thoughts on the subject matter at the recently concluded fair, praising the effectiveness of SIAF's trading and concurrent programme platforms after presenting at the aforementioned seminar: "The industry's development relies on constant innovation and collaborative efforts to move forward and this trading platform effectively encouraged industry conversations. I am also very pleased with the fair's concurrent programme as it was an excellent and efficient way to network and exchange market insights."

Similar to last year, various product categories will be arranged into different halls to make navigation for fairgoers more convenient. Hall 13.2 will feature sensors and applications of machine vision as well as industrial internet and smart logistics, while industrial robotic technologies and accessories, pneumatic systems and components as well as intelligent equipment will all be featured in halls 9.2. Halls 10.2 and 11.2 will house advanced electrical systems, connectivity technologies, IPCs and industrial software.

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 2021 show, please visit www.spsinchina.com, or email sps@china.messefrankfurt.com.

Notes to editors

A selection of pictures from SIAF Guangzhou is available here: <https://spsinchina.cn.messefrankfurt.com/guangzhou/en/press/photos.html>

Further Messe Frankfurt fairs in the same industry cluster as SIAF include:

SPS – Smart Production Solutions virtual event
24 – 26 November 2020, Nuremberg, Germany

SPS Automation Middle East virtual event
September 2021, Dubai, the UAE

SPS Italia
25 – 27 May 2021, Parma, Italy

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With about 2,600 employees at 29 locations, the company generates annual sales of around €736 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