

Press release

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SIAF Guangzhou 2021's concurrent programme to offer invaluable smart manufacturing market insights

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SIAF21_PR2

China's much-touted industry platform SPS – Industrial Automation Fair (SIAF) Guangzhou will take place from 3 – 5 March 2021 at the China Import and Export Fair Complex. Visitors and exhibitors from the region will gather at the venue which encompasses everything there is to do with smart industrial automation technology and solutions. What's more, the fair will feature thought provoking seminar programmes to explore the future of industry transformation.

SIAF will cover the latest industrial automation products worldwide with a spotlight on robotics, drives, sensors, human machine interface (HMI) and embedded systems, connectivity and electrical technologies. Held concurrently with Asiamold – Guangzhou International Mould & Die Exhibition, both fairs are dedicated to showcasing a variety of the latest smart manufacturing solutions. Collectively, SIAF and Asiamold 2021 expect to welcome over 55,000 visitors and host more than 660 exhibitors across 50,000 sqm of exhibition space.

Adding to an array of categorised exhibits and product demonstrations offered onsite, SIAF will once again organise a number of interactive conferences and seminars. Collectively, the fair's concurrent programme 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 concurrent topics include:

- **Driver and Control – 'Dialogue with Hidden Champion' Seminar Series**

Top-notch speakers will provide the latest information on digital production lines and smart factory standards to promote infrastructural upgrades for manufacturers in South China. Experts from drivers and smart control companies will discuss how these products are being utilised in developing intelligent manufacturing solutions, and explore possible directions for future developments.

- **Time-Sensitive Networking Technology and Applications (TSN/A) Conference**

The TSN/A conference will return to the upcoming fair. With 'TSN

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

– Laying the Road for Intelligent Fusion’ as the conference theme, the event will see an array of specialists presenting on the latest development for time-sensitive networking (TSN) technologies including TSN in the 5G era, TSN in SPE-L1, related products, applications and configurations through interactive discussions and case study sharing.

- **OPC Seminar**

OPC technologies make transferring information between diverse platforms from and to multiple vendors secure and seamless, reducing cost and time-consuming software development. At the returning OPC Seminar, experts will present the latest innovations on their technology through useful case studies.

Some of the highlighted topics include:

- Understanding How OPC UA Integrates with IoT, Industry 4.0, Smart Manufacturing in China and Korea’s Manufacturing Innovation 3.0
- Understanding the Latest Digital Data Transformation and Integrated Information Infrastructure Modelling

- **Japan’s Innovative Automation and Measurement Technology – IIFES Seminar**

Industry 4.0 is one of the largest driving forces for digitalisation within the manufacturing sector. Measurement and control technologies are at the forefront of digitalisation as they are responsible for gathering data to achieve total digital transformation. ‘Future Prospects for Measurement and Control Accelerating Digitalisation in Manufacturing’ will be the theme of the seminar where Japanese speakers representing leading firms and institutions including Sumitomo Chemical Co Ltd, Yokogawa Electric Co Ltd, Azbil Corporation and Kyoto University will share their insights on the topic.

- **Smart Industry Solutions Seminar**

As IoT technologies grow and evolve, the way people interact with devices and machinery continues to change. The seminar will feature presentations covering the latest sensors, human-machine interface (HMI), robotics, machine vision, industrial software and applications.

Extra health care and hygiene precautions will be in place

As trade fair organisers, Messe Frankfurt’s top priority remains the health and safety of fairgoers. To ensure that visitors and exhibitors are meeting in a hygienic and safe environment, added measures will be in practice at the fair. These include: real-name authentication at registration, onsite temperature checks, frequent sterilisation of public areas and distancing measures for conference / seminar audiences, amongst others.

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

SPS – Industrial Automation Fair
Guangzhou, 3 – 5 March 2021

the Guangdong Association of Automation, the Guangzhou Association of Automation, the Guangzhou Instrument and Control Society, China Light Industry Machinery Association, China Chamber of International Commerce and Guangzhou Chamber of Commerce.

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

23 – 25 November 2021, Nuremberg, Germany

SPS Automation Middle East

28 – 29 September 2021, Dubai, the UAE

SPS Italia

6 – 8 July 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. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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).

For more information, please visit our website at: www.messefrankfurt.com

* preliminary figures 2020