

Press release

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SPS – Industrial Automation Fair Guangzhou kicks off on 3 March 2022

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SIAF22_PR2

SPS – Industrial Automation Fair (SIAF) Guangzhou gives prominence to the latest global trends in the smart manufacturing market. Entering its 13th edition, SIAF will open from 3 – 5 March 2022 at the China Import and Export Fair Complex in Guangzhou, where visitors and exhibitors will be able to explore the latest smart industrial automation technologies and solutions.

As one of the most reputable industrial automation fairs in South China, SIAF Guangzhou show has earned significant support and trust from those within the industry. With the advancement in smart manufacturing solutions and the increasing demand for a better user experience, as well as increased efficiency, accuracy and sustainability, exhibitors will showcase a range of new smart manufacturing solutions and technologies serving these ends. These include industrial robotics, drives, sensors, human machine interfaces (HMI) and embedded systems, connectivity, electrical technologies and the industrial internet. Held concurrently with Asiamold – Guangzhou International Mould & Die Exhibition, both fairs expect to welcome over 65,000 visitors and host 532 exhibitors across 40,000 sqm of exhibition space. What's more, the fair will feature a strong line-up of interactive seminar programmes to explore the future transformation of the industry.

SIAF Guangzhou highlights at a glance

The three-day fair is dedicated to presenting innovations in the smart manufacturing industry in South China. It will showcase the latest technological advancements in industrial automation. Accelerated by the pandemic, national production goals and green initiatives, smart manufacturing solutions will continue to promote the long-term benefits and adoption of digital factories, digital transformation and data transactions technologies. Leading brands confirmed for SIAF Guangzhou in their respective industry sectors include:

- **Industrial Robots, Machine Vision and Smart Logistics Solutions**
Aqrose Technology, Ck Vision, Cognex, Daheng, Datalogic, Heroje, IDEAL Intelligent, Microma, Mind Vision, OKI, Shijie Intelligent, YASKAWA, Yuanhai Wire & Cable and others.
- **Electrical and Connectivity Systems**
AirTAC, Amila, Binder, Bonfiglioli, DEGSON, Finecables,

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Fuji Electronics, Huoban Pneumatic, KIS, Koyo, Pegatron, Sanlixin, SINFONIA, WAIN, Weide, Yakotec, and others.

- **Sensors and Industrial Measurement Instrumentation**
Autonics, Balluff, Baumer, Defuro, Ema, ESPE, Fluke, Hanyoung Nux, HR, ifm, Kepurui, Lanbao, Meijidenki, OPKON Sensor, Pepperl+Fuchs, SENPUM, SUENW, PCB, Temposonics and others.
- **Internet of Things, Industrial Internet and Human-Machine Interface Devices**
Coolmay, D&S, GOTO, ICP DAS, Laogou, LR-LINK, MAGUS, Robustel, Rocksensor, Rect, Schmersal, SIKON, UTEK and others.

Renowned industry buyers preparing to make new business connections

Visitors will discover a comprehensive display of up-to-date solutions for China's manufacturing market at this year's fair. Renowned brands are organising buyer delegations to find the latest technologies on offer in SIAF. Some of the leading companies confirmed to visit this week include: 3M, Baiyun Electric, Colgate, Comba Telecom, Dongfang Electrical Corporation, Nissan, Kautex, Liby, Midea, Panasonic, TCL, Tech-Long, TP-LINK, Valeo, Zeiss, ZTE, and others.

Furthermore, the China Light Industry Machinery Association, the Guangdong Manufacturing Association, Foshan Shunde Electronic Information Chamber of Commerce and Shunde Robot Association have gathered numerous manufacturing companies from the South China region to visit the 2022 fair and source the latest industrial automation products and solutions for upgrading their production lines.

Keeping up to date with the industry with the fair's concurrent events programme

In addition to the exhibition itself, interactive seminars and networking events are equally important at SIAF Guangzhou and Asiamold. Progressive ideas are constantly floating around within the industrial automation community and thus, this year's engaging seminar programme seeks to explore them in detail. This edition, SIAF will facilitate thought-provoking industry exchanges through two key forums.

In response to a series of national policies and initiatives tackling carbon emissions, SIAF Guangzhou will feature the first ever 'Carbon Peak' and 'Carbon Neutral' policies forum, namely, the "Carbon Peak and Carbon Neutral Policies Accelerate Industrial Internet Development Forum." The country's smart manufacturing market is currently undergoing drastic energy reforms which pose many challenges as well as opportunities. Experts from consumer manufacturing and solutions providers presenting at the forum include: Midea, ABB, Foxconn and Schneider Electric who will be covering the following topics:

- Case Study on Midea's Digital Transformation Practices

- ABB's Digital Solutions: Helping Enterprises Transforming into Low Carbon Manufacturing
- Advanced manufacturing technology applications and lighthouse factory practice
- Introducing the Latest Digital System Products and Intelligent Green Manufacturing Solutions

Returning to SIAF Guangzhou for the third time is the 'Time-Sensitive Networking Technology and Applications' (TSN/A) conference. 'Accelerating information technology (IT) and operational technology (OT) convergence' will be the theme for 2022 and the event will see an array of specialists presenting the latest developments for time-sensitive networking (TSN) technologies including TSN in the 5G era, TSN in SPE-L1, and related products, applications and configurations through interactive discussions and case-study sharing.

Throughout the course of the fair, over 50 seminars and product presentations will be delivered by industry experts from leading companies and global associations. Other noteworthy concurrent events featured at the fair include: 'Dialogue with Hidden Champions' seminar series, 'Automated Production Line and Machine Vision Applications' forum, 'Smart Industry Solutions' seminar and more.

Additional health and hygiene precautions to be put in place

As a leading trade fair organiser, Messe Frankfurt's top priority remains the health and safety of fairgoers. To ensure that visitors and exhibitors can meet in a hygienic and safe environment, added measures will be in place at the fair. These will include: real-name authentication at registration, onsite temperature checks, frequent sterilisation of public areas as well as social distancing measures for conference and seminar audiences, amongst others.

SPS – Industrial Automation Fair Guangzhou is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, China Foreign Trade Guangzhou Exhibition Co Ltd, 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, China Light Industry Machinery Association, China Chamber of International Commerce and Guangzhou Chamber of Commerce.

For more information about the 2022 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>

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the

company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. 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 for 2021