

Press release

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SIAF 2023 showcases cutting-edge automation technologies from 1 – 3 March

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SIAF23_OR

SPS Industrial Automation Fair (SIAF) Guangzhou highlights the latest advancements in the global smart manufacturing industry. The 14th edition of SIAF opens its doors today at the China Import and Export Fair Complex in Guangzhou, where participants can discover the most cutting-edge technologies and solutions for smart industrial automation.

Following the loosening of travel restrictions in China at the beginning of the year, the industry shows signs of increased activity with stronger demand for face-to-face interaction. Under this backdrop, SIAF Guangzhou is expected to nurture more business opportunities at its 2023 edition.

SIAF Guangzhou is a highly acclaimed industrial automation fair in South China that has been met with much trust and support from the industry. In an effort to meet the demands of a better user experience, improved efficiency, accuracy and sustainability, the show is once again featuring the latest smart manufacturing solutions and technologies including robotics, drives, sensors, HMI, embedded systems, connectivity, electrical technology and the industrial internet.

Alongside Asiamold – Guangzhou International Mould & Die Exhibition, together both events are hosting 450 exhibitors over an area of 20,000 sqm exhibition space. The two fairs are expected to welcome over 35,000 visitors to explore the future of manufacturing. This year the new Hong Kong Innovation and Technology Pavilion will be organised through the Hong Kong SAR Government's Trade and Industrial Organisation Support Fund and led by the Internet Professional Association. There will also be a series of interactive seminars held to further discuss the industry's transformation.

Over the course of the three-day event, SIAF Guangzhou will feature the latest advancements in industrial automation, including the adoption of digital factories and digital transformation. Leading brands from various industry sectors are present at the fair, including:

Electrical systems and connectivity technologies: Binder, Connector, Degson, Dinkle, Finecables, Fucon, Kndeale, Shenler, Supu, Velle, WCON, WDIR and more.

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

Drive systems / Motion control / Control technologies / Hydraulics, pneumatics and seals: Bonfiglioli, CRIUS, Fulling Motor, iHF, JUST, JWD, PARA-ENT, Qinglan and more.

Sensor technologies and industrial measurement: ALIF, Andeawell, Autonics, Baumer, Briter, Controlway, Datasensing, Defuro, ESPE, Hopeland, ifm, Kepurui, Lanbao, Meijidenki, Pepperl+Fuchs, SENPUM, Sinomags, SUENW, SYGOLE, Temposonics, XBKE and more.

Industrial robots / Machine vision / Intralogistics: Daheng, Datalogic, HANKAI, HEROJE, KEYENCE, LMI, Mind Vision, Shijie Intelligent and more.

IoT and industrial internet: Coolmay, DECOWELL, HURST, Internet Professional Association, LR-LINK, Marvtech, ODOT, Schmersal, UTEK, Vinwo and more.

Fringe programme to highlight key industry trends

Aside from the exhibition, interactive seminars and networking events are just as important at SIAF Guangzhou. This year's seminar program is especially geared towards exploring the progressive ideas being discussed within the industrial automation community, with speakers from big names such as Siemens China, ABB China, OPC UA, B&R and Huawei Technologies. The forums in this edition of SIAF Guangzhou will provide opportunities for stimulating industry exchanges. Highlighted events include "Industrial Automation and System Integration Innovative Application Seminar", "2023 Jing-jin-ji (Beijing, Tianjin, Hebei) and Greater Bay Area Industrial Internet and Intelligent Manufacturing High-end Forum", "Dialogue with Hidden Champions' Seminar Series", "Time-Sensitive Networking Technology (TSN) Conference" and more.

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 and Beijing Internet of Things Intelligent Technology Application Association.

For more information about the 2023 show, please visit www.spsinchina.com, or email sps@china.messefrankfurt.com.

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

- **SPS Italia**
23 – 25 May 2023, Parma, Italy
- **SPS – Smart Production Solutions**
14 – 16 November 2023, Nuremberg, Germany
- **SPS Automation Middle East**
2023, Dubai, the UAE

SPS – Industrial Automation Fair
Guangzhou, 1 – 3 March 2023

- End -

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability. 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

* Preliminary figures for 2022