

Press release

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SIAF Guangzhou returns as the ideal platform to boost business in Q1 2023

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SPS – Industrial Automation Fair (SIAF) Guangzhou, the premier event for intelligent automation solutions in South China, is fast approaching its 14-year milestone. Over the years, the fair has witnessed the industry evolve and has become a key driver for its growth, through business collaboration and technological development. Taking place from 1 – 3 March 2023 at the China Import and Export Fair Complex in Guangzhou, the fair is gathering momentum with a large contingent of leading brands already confirmed to exhibit.

Covering the latest industrial automation innovations worldwide and highlighting a broad spectrum of robotics, drives, sensors, machine vision, human machine interface (HMI) and embedded systems, connectivity and electrical technologies, SIAF will continue to inject a whole host of opportunities into South China's thriving smart manufacturing industry. Held concurrently with Asiamold – Guangzhou International Mould & Die Exhibition, both fairs are dedicated to showcasing a wide variety of smart manufacturing solutions, bringing insights from industry leaders and networking opportunities for fairgoers within the region. Together, both fairs expect to welcome over 35,000 visitors and host more than 500 exhibitors across 40,000 sqm of exhibition space.

Since the conclusion of the 2022 edition, SIAF has already secured the participation of recognised overseas and domestic brands. Some of the notable confirmed companies include: AMILA, Autonics, Daheng Image, Defuro, Dinkle, ESPE, Finecables, JingQi, JUST MOTION CONTROL, Keli, KIS Bearing, PARA-ENT, Pepperl+Fuchs, Qinglan, Sanlixin, Schmersal, Senpum, Servotronix, STAR SEIKI, UTEK, Wain, YUHENG OPTICS and others.

Furthermore, the Huangpu District and Guangzhou Development Zone will continue to support SIAF by forming a delegation group to exhibit at the fair to highlight the latest products and technological advancements in digital manufacturing. To further enhance the development of the Huangpu District located in the eastern part of Guangzhou, China, they will also source for the cutting-edge smart manufacturing solutions on display at the fair.

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Booming market for smart and efficient manufacturing solutions in China driven by intelligent manufacturing trends

The suspension of manufacturing facilities in certain regions in China again introduced renewed urgency for manufactures to update their processes by adopting more automated technologies. According to the Ministry of Commerce, that despite headwinds from the pandemic, foreign direct investment (FDI) in high-tech manufacturing in China between January and May 2022 increased 32.9% from the same period last year, particularly in the advanced manufacturing, innovative technology and energy efficiency sectors¹. Continuing with the country's development based on the 14th Five-Year-Plan, the Chinese government will continue to increase investment in high speed internet (5G) networks, big data centres, artificial intelligence, industrial internet, intercity railways and rail transports. They will also enforce the 'carbon peak' and 'carbon neutral' policies which pose many challenges as well as opportunities to the smart manufacturing sector.

To adhere to the government's goals in technological development, production output and green initiatives as well as manufacturers increasing demand for smart manufacturing solutions, the fair organisers will debut the first Automation Equipment and Solutions Showcase Area in Hall 11.2. This hall will be dedicated to smart manufacturers showcasing their latest intelligent manufacturing solutions. For buyers, this display area will provide a more holistic experience of what modern day manufacturing equipment and technologies are capable of. Buyers will be able to communicate directly with solution providers on issues they are facing during their manufacturing processes and obtain instant and targeted feedback.

To optimise buyer sourcing needs, the different halls will be arranged according to various product categories to make it easier for visitors to navigate the fair. Halls 10.2 and 11.2 will feature electrical systems and connectivity technologies, industrial robotic technologies, pneumatic systems and components as well as IPCs and industrial software. Hall 13.2 will house advanced sensors, machine vision technologies, industrial IoT and smart logistics solutions.

The fair organisers aim to provide a seamless experience connecting exhibitors and visitors. In addition to the physical event, SIAF offers online platforms to help with business matching and address sourcing needs. By understanding buyer sourcing requirements prior to the fair through extensive communication, the effectiveness of business matching can be maximised while both exhibitors and buyers enjoy a user-friendly experience and enhanced sourcing efficiency.

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

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

¹ "Manufacturing still attracting foreign interest", 27 July 2022, China Daily, <https://qr.messefrankfurt.com/d6HT>. (Retrieved: August 2022)

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 2023 show, please visit www.spsinchina.com, or email sps@china.messefrankfurt.com.

Notes to editors

A selection of pictures from SPS – Industrial Automation Fair Guangzhou 2022 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

8 – 10 November 2022, Nuremberg, Germany

SPS Automation Middle East

TBC, Dubai, the UAE

SPS Italia

23 – 25 May 2023, Parma, Italy

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. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar of our corporate strategy and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's 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. 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