

Press release

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SIAF to return as SPS – Smart Production Solutions Guangzhou in 2024

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SPS – Smart Production Solutions Guangzhou, formerly known as SIAF, will return to the China Import and Export Fair Complex in Guangzhou from 4 – 6 March 2024. Over the past 14 years, the show has offered a critical sourcing platform to companies seeking to enter the South China manufacturing market. The show's renaming signifies a renewal of its concept, reflecting its development within the region while elevating it to an official member of the globally-recognised SPS brand. With this change, SPS – Smart Production Solutions Guangzhou will synergise with SPS in Germany, facilitating the flow of resources and expertise between fairs under the brand.

The show's renaming highlights SPS – Smart Production Solutions Guangzhou's expanding influence within the smart manufacturing industry. Through aligning with SPS, the exhibition will be better able to leverage global resources and collaborate with other fairs under the brand. This strategic move aims to bring additional international attention to the show, and will allow it to provide a more diverse range of opportunities to the industry.

Expansive ambitions, returning exhibitors

As in previous years, the fair will offer an unrivalled platform for exhibitors to showcase a range of cutting-edge technologies including drive systems and motion controls, sensor technologies, control technologies, interface technologies, human-machine interfaces, mechanical infrastructure, industrial communication, manufacturing software, and more. The upcoming show will occupy an expansive 30,000 sqm of floor space across three halls of the complex, and expects to bring together over 500 exhibitors.

The industry has shown immense support for the upgraded fair with nearly 40% of the exhibiting space already reserved. Of those who have confirmed their attendance, nearly 60% are returning exhibitors from SIAF, with this impressive rebooking rate highlighting the industry's continued belief in the event's success. Some of the leading companies who have confirmed their attendance include Amila, Andeawell, Biduk, Binder, Bonfiglioli, Cableforece, Controlway, Coolmay, Daheng, Datalogic, Defuro, Degson, Dinkle, Espe, Fulling Motor, Haiwell, Hankai, Hongrun, Huayifeng, LR-Link, Lanbao, Marvtech, Matribox, Meijidenki, Mind Vision, Murrplastik, Odot, Para-Ent, Pepperl+Fuchs, Senpum,

Messe Frankfurt (HK) Ltd
35/F China Resources Building
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Shijie Intelligent, Sipeize Intelligent, Tianli, Utek, Velle, Windoo, Zhunlian, and more.

Harnessing expert insight for a more comprehensive experience

Ultimately, the fair's organisers intend for the show to become a platform complimenting SPS in Nuremberg, the largest trade fair for smart automation in Europe. Like its sister event, the Guangzhou fair will operate under the theme "Bringing automation to life". Embracing this vision, the show will provide facilities for both networking and knowledge exchange, allowing participants to stay at the forefront of the rapidly changing landscape of smart automation while accelerating the adoption of automated solutions within the South China manufacturing industry.

As further support for these objectives, the organisers will establish an advisory committee, a move which draws inspiration from SPS – Smart Production Solution Guangzhou's parent exhibition in Germany. The committee, comprised of industry experts as well as representatives from leading exhibitors, will provide the fair's organisers with valuable market development insights and ensure that the fair effectively represents the evolving needs of exhibitors and visitors alike.

Leveraging the additional resources available under the SPS brand, the committee will also play a pivotal role in curating the forums and seminars included in the fair's robust fringe program. A list of the participating committee members will be available in the near future.

SPS – Smart Production Solutions 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, Guangzhou Chamber of Commerce, and Beijing Internet of Things Intelligent Technology Application Association.

Further fairs under the SPS brand include:

SPS – Smart Production Solutions

14 – 16 November 2023, Nuremberg, Germany

SPS Italia

28 – 30 May 2024, Parma, Italy

SPS Atlanta

2025, Atlanta, United States

- 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 2,160 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 €454 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