

news +++ Smart Production Solutions Guangzhou
China Import and Export Fair Complex, Guangzhou, 4 – 6 March 2024

sps

smart production solutions

GUANGZHOU

Overwhelming response for SPS – Smart Production Solutions Guangzhou 2024: more than 80% exhibition space already booked

Guangzhou, 4 December, 2023. As a part of the industry’s ongoing sustainability efforts, China’s manufacturing sector is increasingly turning toward advanced digital, networking, intelligent, and automation technologies in a bid to reduce their operating costs, energy consumption, and carbon emissions. In line with these emerging trends, SPS – Smart Production Solutions Guangzhou, formerly known as SIAF, is committed to building a professional platform to showcase the most advanced technologies in smart production. Given its widespread industry recognition and cross-sectoral backing, more than 80% of the exhibition space at the 2024 edition of the show have already been booked. Visitor pre-registration is now open, and with a rise in expected overseas exhibitor and visitor numbers, the event is poised further align the Chinese smart manufacturing industry with international standards.

SPS – Smart Production Solutions Guangzhou will be held at the China Import and Export Fair Complex in Guangzhou from 4 – 6 March 2024. The event has already attracted considerable interest, with a number of leading brands having already confirmed their attendance. These include Amila, ANDEAWELL, Autonics, Binder, Bonfiglioli, Cable Force, Controlway, Daheng Imaging, DEGSON, Defuro, Datalogic, DINKLE, DS FieldBus, Euchner, Fulling Motor, Haiwei, HEROJE, Hongrun, Huayifeng, ifm, JSCC Technology, Lanbao, Marvtech, Matribox, MEIJIDENKI, Mind Vision, Murrplastik, Nadella, ODOT, PARA-ENT, Pepperl+Fuchs, Schmersal, Shijie Intelligent, Sipeize Intelligent, SUPU, Tianli Electrical, UTEK and VELLEDDQ.

In addition, the fair’s renowned forum and event programme will return once again to facilitate industry resource and information exchange. This year, special emphasis will be placed on exploring how industrial communication, connectivity, transmission control, sensing and machine vision, and similar technologies can lead to competitive advantage as the manufacturing sector pushes toward smart production.

Key players of industrial communication explore innovations in industrialisation

Currently, the world is in the midst of a revolution of Industry 4.0 as leading industrial nations push to transform their traditional production facilities into networked smart factories to stimulate further economic growth. As a major contender in this field, China has introduced a range of policies to support this transition as it furthers entrenches itself

as a dominant force in global manufacturing. As of July 2023, nearly 8,000 digital workshops and smart factories have been built across the country¹.

An instrumental factor in this transition has been the role of industrial communication technologies, which take on the crucial role of connecting upstream and downstream information channels across the production chain. These technologies provide secure communication links across the entire manufacturing process from design through to supply and manufacturing, leading to shortened research and development cycles and reduced production costs. As a result, the market volume for industrial communication products has grown significantly in recent years.

To facilitate deeper audience insights into the latest trends within these rapidly industrialising sectors, the event will feature a strong line-up of innovative and prestigious industrial communication enterprises. Among these are DS FieldBus Technology Co Ltd, Guangzhou Xinye, Hangzhou Liwei, ICP DAS, Ledot, MatriBox, Raymax, Sunpn and UTEK, Vinwo, which are set to showcase their latest technologies and research achievements in industrial communication, software and information technologies.

New European pavilion, more international buyers

To better support the expansion of European brands and their Chinese subsidiaries into the Asian market, the show will host a dedicated European pavilion. This feature is designed to facilitate new business and exchange opportunities for these enterprises, while also showcasing the quality associated with the region's manufacturing.

In addition, the show will host a pavilion dedicated to industrial digitalisation and information technology. This will be the venue for the Guangzhou International Digitisation & Informatisation Forum (IndDigital), which will explore the applications of digitalisation and information technologies throughout the downward reaching industries. The forum also aims to stimulate domestic and international development of smart production.

Over the years, the exhibition has welcomed buyers from a diverse range of industry backgrounds, including automotive engineering, electronic engineering, packaging and printing, mechanical engineering, home appliance manufacturing, food and beverage, textiles, medical equipment, lighting and factory automation. Now, as a part of the global SPS brand, the show is expected to bring in a wider range of overseas exhibitors and visitors, further aligning the domestic smart manufacturing industry with international standards.

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 and the Guangzhou Instrument and Control Society. The fair is also supported by the China Light Industry Machinery Association, China Chamber of International Commerce Guangzhou Chamber of Commerce and the Beijing Internet of Things Intelligent Technology Application Association.

¹ "China has built nearly 8,000 digital workshops and smart factories", Xinhua News Agency, 19 July 2023

https://www.gov.cn/lianbo/bumen/202307/content_6893032.htm (Retrieved October 2023)

For more details about the fairs, please visit www.spsinchina.com or email sps@china.messefrankfurt.com.

Further Messe Frankfurt fairs in the same industry cluster as SPS – Smart Production Solutions Guangzhou include:

- **SPS – Smart Production Solutions**
14 – 16 November 2023, Nuremberg, Germany
- **SPS Italia – Smart Production Solutions**
28 – 30 May 2024, Parma, Italy
- **SPS – Smart Production Solutions**
23 – 25 September 2025, Atlanta, United States

- End –

Press information and photographic material:

<https://spsinchina.cn.messefrankfurt.com/guangzhou/en/press.html>



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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

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