

news +++ SPS – Smart Production Solutions Guangzhou  
China Import and Export Fair Complex, Guangzhou, 25 – 27 February 2025

**sps**

smart production solutions

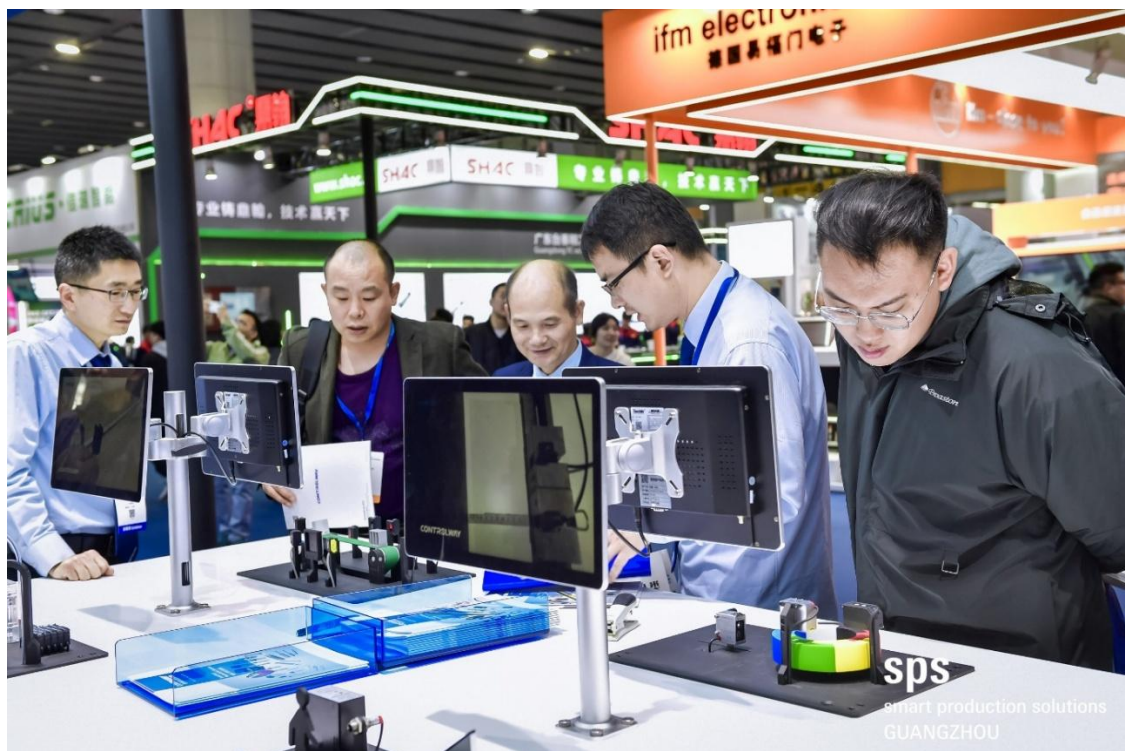
**GUANGZHOU**

## Substantial turnout for SPS – Smart Production Solutions Guangzhou 2025

**Guangzhou, 4 March 2025. SPS – Smart Production Solutions Guangzhou concluded successfully on 27 February 2025 at Area A of the China Import and Export Fair Complex, attracting strong attendance from across the manufacturing sector. Drawing on the extensive resources of the global SPS network, the event welcomed a wide range of international exhibitors, presenting regional manufacturers with advanced smart manufacturing technologies and solutions from around the world. Through this convergence of global expertise, the platform continues to advance the intelligent transformation of the region's industries while enabling knowledge exchange and technological transfer across markets.**

Key figures (combining SPS – Smart Production Solutions Guangzhou, Guangzhou Industrial Technology and Asiamold Select – Guangzhou 2025):

- Scale: 31,500 sqm
- 555 international and domestic exhibitors
- 39,127 professional visitors
- Nearly 1,000 international visitors from 82 overseas countries and regions



SPS – Smart Production Solutions Guangzhou 2025

Mr Louis Leung, Deputy General Manager, Guangzhou Guangya Messe Frankfurt Co Ltd commented: “2025 marks a meaningful step forward for SPS – Smart Production Solutions Guangzhou, following last year’s brand upgrade. The exhibition now integrates more deeply within the global SPS network, delivering world-class intelligent manufacturing resources to the region. We are very pleased with the success of this year’s shows, as evidenced by the increased visitor flow, including buyers and visitors from around the world, and the highly positive feedback we’ve received from participants.”

The three-day exhibition featured leading manufacturing enterprises showcasing breakthrough developments in sensing technology, drive systems, motion control, and other key areas. Major industry players including Autonics, Binder, Bonfiglioli, CODESYS, Controlway, Crouzet, Datalogic, DEGSON, DINKLE, GSK, HIKVISION, HUALONG XUNDA, ifm, INVT, Jaten Robot, Li-Gong, MatriBox, SERVOTRONIX, SICK, SIEMENS, SUPU, TURCK, Wanjie, WATTSAN, and Zhongda Leader presented their advanced technologies, solutions and services.

The exhibition was supported by a diverse program of concurrent events, with over 100 presentations addressing key developments in sustainability, digital transformation, and artificial intelligence in manufacturing. The sessions encouraged substantive dialogue between industry experts and participants, facilitating technical collaboration and knowledge transfer.

Partnerships with the World Manufacturing Foundation (WMF) and the Innovative Industry Fair for E x E Solutions (IIFES) brought an enhanced international dimension to the exhibition through two specialised forums: “The Future of Manufacturing: Outlook 2030” and “Manufacturing Meets the Future in Japan”. At these forums, global manufacturing experts including Prof Dr David Romero, Scientific Vice-chairman of the World Manufacturing Foundation, and Ms Shuran Yamaguchi, General Manager of Global Marketing Communications at IDEC Corporation offered insights and perspectives on global developments in manufacturing, strengthening the event's position as a leading international platform for the industry.

Further expanding its industry reach, the event was held concurrently with Guangzhou Industrial Technology and Asiamold Select – Guangzhou. The three exhibitions worked in synergy as a comprehensive platform for procurement and exchange, where participants explored complementary technologies, discovered business opportunities, and engaged in technical dialogue and resource sharing, supporting wider innovation and growth throughout the manufacturing sector.

### **Exhibitor comments**

“SPS – Smart Production Solutions Guangzhou has provided us with an outstanding platform for business networking and enhancing our brand visibility. At this year’s event, we connected with customers from Southeast Asia, India, and Germany, gaining valuable insights into market trends and requirements. Our ten core sensor product lines were well-received by customers from many different industries. The 2025 edition has seen steady growth in visitor numbers and more focused customer interactions, enabling us to expand our customer base and have in-depth discussions about our existing partners' future requirements and R&D plans.”

**Ms Cristing Zhou, General Manager, Guangzhou Heyi Intelligent Technology Co Ltd**

“This is our sixth year exhibiting at SPS – Smart Production Solutions Guangzhou, and it remains a key event for reaching quality customers. This year, we’ve had productive meetings with potential customers from India and Vietnam, among others. With its strong line-up of both domestic and international automation companies, and high concentration of industry professionals, the exhibition provides an excellent platform for presenting our technologies and enhancing our brand.”

**Mr Xiangfu Li, Sales Manager, Shinier Intelligent Tech Co Ltd**

“While this is our first year exhibiting, we were already well aware of this show’s strong reputation within the industry. We saw excellent visitor flow, with many high-quality prospects and meaningful inquiries, including buyers from Pakistan and other parts of Asia. Compared to other exhibitions, this platform stands out for its high standard of execution and full coverage of the industry chain. Overall, we’re very satisfied with the results and plan to exhibit again next year.”

**Ms Xiaoting Li, Secretary General Director, Guangdong MingYu Technology Co Ltd**

“To stand out in this competitive industry, we’re working on two fronts: improving our operations while building our presence in both domestic and international markets. We saw strong interest in our products at the show, with several customers arranging factory visits on the spot. Beyond domestic buyers, we received inquiries from Saudi Arabia, the Middle East and Singapore. This is only our second time exhibiting, but we’re already seeing its value in supporting our market development objectives.”

**Mr Xiangpeng Ning, Factory Manager, Guangzhou Jiawei Intelligent Control Technology Co Ltd**

**Visitor Comments:**

“As a traditional flour and noodle manufacturer, we came to the show looking for ways to digitalise and automate our operations. After two days of discussions, we’ve made excellent progress, and have found several potential partnership opportunities. The forum sessions were also valuable - the speakers offered great insights about business growth and new technologies, particularly about how to implement AI in our business.”

**Mr Ningyuan Wei, Information Specialist, Xingtai Jinshahe Flour Co Ltd**

“As specialists in robotics and vending solutions for the hospitality sector, we came seeking new robotics and automation technologies, along with component vendors for solutions we’re developing in India. This has proven to be the most comprehensive exhibition of its type I’ve attended. We’ve made promising contacts, particularly in sensors, robotics, and automation, and the selection of exhibitors from Germany, Korea and China aligns well with our needs. The exhibition has proven well worth our time, and we look forward to returning in the future.”

**Mr Sujith Mohandas, Deputy General Manager – Robotics Unit, Urban Harvest (India)**

**Speaker comments:**

“During my presentation, the audience was highly engaged, especially when discussing ESG and sustainability, with many taking photographs and notes. The forum provides a valuable platform for advancing manufacturing, and these shared perspectives and experiences will help drive developments in our equipment and manufacturing sectors. Representing Rockwell Automation, a global authority in industrial automation and digital transformation, I was impressed by the organisers' thoroughness at every stage, from speaker management to content preparation, delivering a well-organised and efficiently executed event.”

**Mr Jason Dong, ESG & Sustainability Business Lead, Rockwell Automation (China) Company Limited**

SPS - Smart Production Solutions Guangzhou is co-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. Guangdong Association of Automation, Guangzhou Association of Automation and Guangzhou Instrument and Control Society serve as honorary organisers. The fair is also supported by the China Light Industry Machinery Association, the China International Chamber of Commerce Guangzhou Chamber of Commerce, and the Beijing Internet of Things Intelligent Technology Application Association.

The 2026 edition of SPS – Smart Production Solutions Guangzhou will take place from 4 – 6 March 2026. For more details about the fairs, please visit [www.spsinchina.com](http://www.spsinchina.com) or email [sps@china.messefrankfurt.com](mailto:sps@china.messefrankfurt.com).

Further events in the international SPS network include:

- **SPS Stage Bangkok**  
6 – 8 March 2025, Bangkok, Thailand
- **SPS Italia**  
13 – 15 May 2025, Parma, Italy
- **SPS Stage Kuala Lumpur**  
14 – 16 May 2025, Kuala Lumpur, Malaysia
- **SPS Atlanta**  
16 – 18 September 2025, Atlanta, United States
- **SPS – Smart Production Solutions**  
25 – 27 November 2025, Nuremberg, Germany

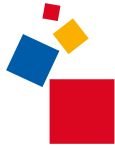
- End -

**Information for journalists:**

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

**Press information and photographic material:**

<https://spsinchina.cn.messefrankfurt.com/guangzhou/zh-cn/press/photos.html>

**Your contact:**

Ray Sze

Phone: +852 2238 9972

[ray.sze@hongkong.messefrankfurt.com](mailto:ray.sze@hongkong.messefrankfurt.com)

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

[www.messefrankfurt.com.hk](http://www.messefrankfurt.com.hk)

[www.spsinchina.com](http://www.spsinchina.com)

**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. With a workforce of some 2,500\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2024 were around € 780\* 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](http://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](http://www.messefrankfurt.com)

\*Preliminary figures 2024