

# SIAF GUANGZHOU

SPS – Industrial Automation Fair Guangzhou  
广州国际工业自动化技术及装备展览会

Empowering the Intelligent Manufacturing  
Industry in China

26 – 28 February 2020

China Import and Export Fair Complex (Pazhou)  
Guangzhou, China

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



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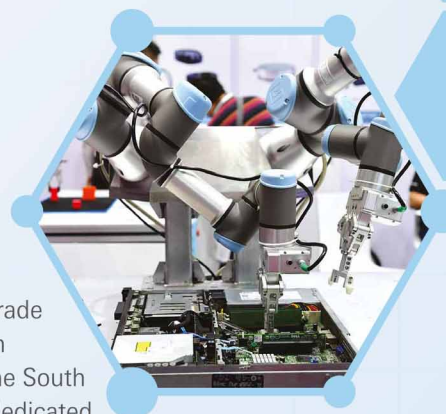
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# Dedicated to presenting global perspectives for industrial automation



Powered by the highly-respected SPS in Nuremburg, Germany, SPS – Industrial Automation Fair Guangzhou (SIAF) has steadily grown into one of the most reputable trade fairs for the automation industry in South China. Over the years, the show has grown in experience and established crucial business relationships to become a leader among the South China industrial automation fairs. Supported by the mother show in Germany, SIAF is dedicated to providing industry peers in South China with a broader perspective of smart manufacturing.

## 2019 show facts

**950** exhibitors from **20** countries and regions

**62,000** sqm of exhibition space

**80,000** visitors from **45** countries and regions

**250** buyer delegations

**80** seminars and talks covering over **180** topics

*\*Combined figures with concurrent show Asiamold 2019, subject to change.*

## Wide-ranging exhibits attracting renowned industry buyers

Buyer delegations in previous editions:



### Automotive Engineering

BYD, FAW – Volkswagen, FIAT, HONDA, NISSAN, Valeo



### Household Appliances

Galanz, GREE, Hisense, Midea, Skyworth, TCL, Whirlpool



### Consumer Goods

Bluemoon, Colgate, Liby, P&G, Watsons



### Textile and Footwear

Adidas, Esquel Group, Nike, Pou Chen Group



### 3C Industry (Computer, Communication and Consumer Electronic)

Delta, Flex, Foxconn, Huawei, VIVO, ZTE



### Food and Beverages

DANONE, Ding Hu, JDB, Jia Shi Li



### Pharmacy and Medical

Baiyun Mountain, Bayer, Pan Gao Shou, Wang Lao Ji



### Packaging and Printing

Ai Li, Bai Sheng, Essel Propack, Tech-Long

## Market news

### The digital transformation of manufacturing

The internet is ever-present across major sectors of China's manufacturing industries and industry peers must stay at the forefront of innovation and revamp existing business models to capture business opportunities.

"Rotation Masters" are the companies which use digital technologies to optimise existing businesses. According to the report "Grow in the New" published by Accenture, in the past three years the revenue of Rotation Masters in China outperformed their industry peers with a compound annual growth rate of 14.3%. Moreover, Rotation Masters enjoy larger profits, with average gross margins of 12.7%, compared with 5.2% for other Chinese companies.

Though digital transformation brings higher profit and efficiency, industry players face technical, promotional and institutional challenges during implementation. A more efficient corporate structure is needed for manufacturing companies in China to create a more sustainable model for economic growth.

## Promoting industry innovation with a spotlight on digitalisation

SIAF 2020 will bring together advocates of digitalisation from a diverse range of sectors to present unique insights on how to realise digital transformation for the manufacturing industry. SIAF promises to help fairgoers acquire advanced technical knowledge as well as learn about the most up-to-date market intelligence needed for intelligent manufacturing.

**Control technologies:** PLCs, PACs, power supplies, control software, CNC, embedded control software and industrial enclosures

**Connectivity technologies:** Networking switches, I/O connectors, data acquisition and monitoring, wireless and remote access technologies

**Sensing technologies:** Industrial sensors and vision systems

**Motion:** Motors, drives, pneumatic and hydraulic components, electromechanical parts, steppers, servos, valves and related software

**Robotics:** Industrial robotics and accessories

**Industrial digitalisation:** IPCs and industrial software

**IoT:** Industrial cyber technology, cybersecurity and Industrial IoT platforms

**Knowledge for automation design:** Software, development platforms

**Solutions:** Total solution services for the automotive production, logistics and warehouse industries

## Industry leaders deliver thought-provoking seminar programmes exploring the future of industry transformation

Inspirational and engaging presentations and discussions span the three-day fair to present an array of forecasts on future industry developments. Expert speakers will offer fairgoers the chance to take a closer look at two highlighted topics: The Digitalisation of Manufacturing Forum will illustrate the importance of digital transformation in manufacturing while the Smart Industry Solutions Summit will cover intelligent solutions in automotive manufacturing and smart logistics.

### Digitalisation of Manufacturing Forum

- Industrial Internet Drives Digital Transformation
- Smart Sensors are the Basis of Every Smart Solution
- Dialogue with Hidden Champions in 2020
- Intelligent Connectivity: the Fusion of 5G, AI and IoT - Energising Industrial Manufacturing
- IoT Platforms in Industry

### Smart Industry Solutions Summit

- Smart Factory for Automotive Engineering
- Solutions for Intralogistics and Warehouse
- Refine the Value Chain of Manufacturing
- Elements of the "Factory of the Future"



## Visitor profile

- Factory automation
- Automobile engineering
- Consumer goods
- Mechanical engineering
- Plant engineering
- Electrical engineering
- Packaging and printing
- Food and beverage
- Electrical measurement and controls
- Pharmaceutical industry
- Textile industry
- Computers and networks
- Environment and waste management
- Energy producing industry
- Petrochemical industry
- Transportation industry
- Plastic, rubber and asbestos processing
- Water resources and hydropower industry

## Exhibition topics

- Drive systems and components
- Electromechanical components and peripheral equipment
- Sensor technology
- Robotics
- Control technology
- IPCS
- Industrial communication devices
- Industrial software
- Interface technology
- Low voltage switching devices
- Human Machine Interface (HMI) devices
- Industrial communication
- Industrial measurement and instrumentation
- Machine vision
- Assembly equipment
- Materials handling devices
- Integrated systems
- Dismantling equipment
- Micro technology
- Machine components
- Training and consulting

## Fair facts

### Date

26 – 28 February 2020

### Venue

China Import and Export Fair Complex (Pazhou)  
Guangzhou, China

### Sponsors

Guangzhou Guangya Messe Frankfurt Co Ltd  
China Foreign Trade Guangzhou Exhibition General Corporation

### Organisers

Guangzhou Guangya Messe Frankfurt Co Ltd  
China Foreign Trade Guangzhou Exhibition General Corporation  
Guangzhou Overseas Trade Fairs Ltd  
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### Associate sponsors

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Guangzhou Instrument and Control Society

### Supporter

China Light Industry Machinery Association

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## SPS worldwide series

11 – 12 March 2019

Mumbai, India

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

28 – 30 May 2019

Parma, Italy

[www.spsitalia.it](http://www.spsitalia.it)

3 – 4 September 2019

Dubai, UAE

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

26 – 28 November 2019

Nuremberg, Germany

[www.mesago.de/en/SPS](http://www.mesago.de/en/SPS)

26 – 28 February 2020

Guangzhou, China

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

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**SIAF** GUANGZHOU

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