



SIAF GUANGZHOU

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

Paving the way for smart manufacturing markets in South China:
Recover, reactivate and reconnect the region's supply chain

3 – 5 March 2021

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

www.spsinchina.com



中国对外贸易广州展览总公司
CHINA FOREIGN TRADE GUANGZHOU EXHIBITION GENERAL CORP.



OVERSEAS EXPO
富洋展览

mesago
Messe Frankfurt Group



messe frankfurt

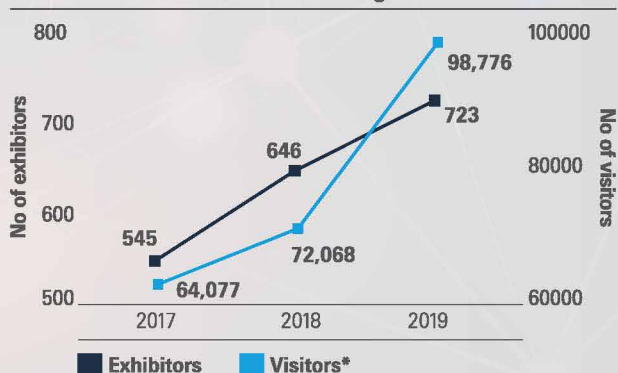
SPS – Industrial Automation Fair Guangzhou Embracing the future of industrial automation

The suspension of numerous manufacturing facilities during the COVID-19 virus outbreak introduced a renewed urgency for manufacturers to upgrade to automated technologies, particularly in China. To recover from the economic impact, the Chinese government proposed to increase investments in various new infrastructural constructions within the country, including 5G network, big data centres, AI, industrial internet, intercity railways and rail transport and more. It is believed that the new policy will not only boost sustainable growth in China but also provide ample business opportunities for both international and domestic industrial automation markets.

Powered by the highly respected SPS in Nuremberg, Germany, SPS – Industrial Automation Fair Guangzhou (SIAF) will highlight the latest industrial automation innovations worldwide with a spotlight on a broad spectrum of robotics, drives, sensors, human machine interface (HMI) and embedded systems, connectivity and electrical technologies. The fair will also dive deep into the latest global trends within the industry, which are set to provide more intelligent, agile and responsive solutions to streamline production processes.



Previous exhibitor and visitor figures



*Combined figure with concurrent fair Asiamold



SIAF Guangzhou offers enhanced online marketing services and promotion channels

Web-based marketing tools have become increasingly popular choices of promotion, particularly for the exhibition industry during the pandemic. To help exhibitors reach their target buyers, SIAF Guangzhou will utilise enhanced online marketing services and promotion channels to offer a results driven exhibition experience before, during and after the fair.

Diverse promotion portals include:

International and domestic trade and mass media channels

Web-based news portals

Social media
(WeChat & LinkedIn, etc)

Multimedia platforms



Online marketing promotion services include:



Business matching services



Online exhibitor search



Exhibitor video campaign



Live coverage of the fair



Interactive pre-fair webinars



Online exhibition platform

Explore the latest industrial automation trends in the extensive future-focused fringe programme

SIAF Guangzhou's fringe programme is led by industry leaders worldwide and will zoom in on new ideas, the latest trends and future developments in the market. It is strategically crafted to help industry players unlock a world of business potential. Welcoming the digital era, the 2021 edition will take a closer look at two dedicated programmes:

Digitalisation of Manufacturing Forum

- Understanding the strategic advantages of 5G technologies in manufacturing processes
- Time-Sensitive Network technology (TSN) and applications forum
- Dialogue with Hidden Champions 2021
- Intelligent connectivity: Fusing AI and IoT to enhance industrial manufacturing
- Latest updates on intralogistics and smart warehouse technologies



Smart Industrial Solutions Summit

- Sensors as drivers of the automation industry
- Collaborative intelligence: man, robots and machine vision technologies join forces
- Pairing the latest connectivity and IoT technologies
- Preventive and system maintenance
- Latest developments and applications of innovative embedded systems
- Technical developments and applications of human-machine interface (HMI)



Visitor profile

- Automotive engineering
- Packaging and printing
- Mechanical engineering
- Electrical engineering & 3C
- Food & Beverage
- Textiles printing, footwear & clothing
- Pharmaceutical industries
- Machine tool manufacturing
- Lighting engineering
- Light industry machinery
- Environmental protection, waste management
- Aerospace
- Petrochemical industry
- Energy producing and management
- Computers & networks
- Transportation
- Water conservancy & hydropower engineering

Exhibition topics

- Drive systems and components
- Electromechanical components and peripheral equipment
- Sensor technology
- Control technology
- IPCs
- Industrial software
- Interface technology, Connectivity technology
- Low voltage-switching devices
- Human-Machine-Interface devices
- Micro technology
- Machine components
- Robotics and accessories
- Machine vision
- Industrial measurement and instrument
- Industrial communication
- Integrated assembly solutions
- Embedded system
- Air compressor
- Vacuum technology
- Hydraulics pneumatics and seals
- Smart logistics and warehouse
- Industrial security
- IoT

Fair facts

Date

3 – 5 March 2021

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
Mesago Messe Frankfurt GmbH

Associate sponsors

Guangdong Association of Automation
Guangzhou Association of Automation
Guangzhou Instrument and Control Society

Supporter

China Light Industry Machinery Association

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Subject to change, as of August 2020

SPS worldwide series

3 – 5 March 2021
Guangzhou, China
www.spsinchina.com

18 – 19 November 2020
Dubai, UAE
www.spsautomationme.com

28 – 30 September 2020
Parma, Italy
www.spsitalia.it

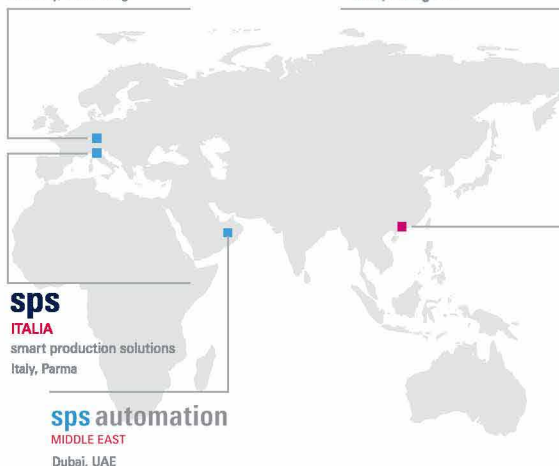
24 – 26 November 2020
Nuremberg, Germany
www.mesago.de/en/SPS

sps

smart production solutions
Germany, Nuremberg

SIAF GUANGZHOU

China, Guangzhou



sps

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smart production solutions
Italy, Parma

sps automation
MIDDLE EAST
Dubai, UAE

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