

## 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
- Embedded system
- Hydraulics pneumatics and seals
- Smart logistics and warehouse
- IoT
- Integrated assembly solutions

## Fair facts

### Date

3 – 5 March 2022

### Venue

China Import and Export Fair Complex (Pazhou)

### Sponsors

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

### Organisers

Guangzhou Guangya Messe Frankfurt Co Ltd  
China Foreign Trade Guangzhou Exhibition Co Ltd  
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  
China Chamber of International Commerce  
Guangzhou Chamber of Commerce

Subject to change, as of June 2021

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# SPS in China Paving the way for smart manufacturing markets in South China

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**SIAF** GUANGZHOU

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

3 – 5.3.2022

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

**中贸展**  
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富洋展览

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# Steering you towards South China's thriving smart manufacturing industry

China's 14th Five Year Plan endorses high-quality infrastructure development, indicating strong policy support for manufacturing from 2021 – 2025. To achieve the targeted national goals, digital transformation has become a business priority for many manufacturers, particularly with the introduction of industrial internet. Consulting firm Accenture predicts the implementation of IoT technologies in manufacturing will add USD 736 billion to China's GDP by 2030. Utilising the latest high-speed 5G wireless transmission technology, industrial internet will also drive the growth and development of sensors, networking, intelligent controls and especially robotic industries.

SPS – Industrial Automation Fair (SIAF) Guangzhou 2022 will inject a whole host of opportunities into South China's thriving smart manufacturing industry. SIAF offers a comprehensive series of educational fringe events, networking sessions and competitions, serving as an ideal platform for local and overseas industry players to expand into the Chinese market and beyond.

## Exhibitor's feedback

"The quality and quantity of professional buyers to SIAF is very high and a majority come to the exhibition with specific questions and needs, and are looking to upgrade their existing production lines or to understand the latest smart manufacturing technologies. This fair benefits us as exhibitors as we were also able to find accessories and parts suppliers who we can partner with in the future."

**Mr Chao Guo, R&D Engineer, R&D Section, Technology Center, Yaskawa Shougang Robot Co Ltd (China)**



## Visitor's feedback

"I am very pleased with our visit, and it is nice to be in a crowded event again where the participation level has gone back to the post-pandemic days. This proves that exhibitors have regained confidence in large scale trading events and the manufacturing market which is great to see. We will most definitely return to SIAF again next year."

**Mr Pingzhen Xu, Simultaneous Engineering Section, New Model Preparation Engineering Department, Dongfeng Motor Co Ltd (China)**



## 2021 show figures\*



608  
exhibitors



63,968  
professional visitors  
(27% increase from 2020)



40,000  
sqm of exhibition space



101  
smart manufacturing related  
seminars and summit topics

\* Combined figures with concurrent Asiamold fair

## Let the world discover you

### Diverse promotion portals include:

- International and domestic trade and mass media channels
- Social media (WeChat & LinkedIn)
- Popular web-based news portals
- Multimedia platforms

### Online marketing promotion tools include:

- Enhanced online exhibitor search
- Business matching services
- Exhibitor video campaign
- Live coverage of the fair
- Interactive pre-fair webinars

## Concurrent programme offers extensive industry-related information

Dialogue with Hidden Champion Series Seminar

Time-Sensitive Networking Technology and Applications (TSN/A) Forum

Smart Industry Solutions Seminar

Intelligent Manufacturing + IoT Forum

