

# SIAF

GUANGZHOU

SPS - Industrial Automation Fair (SIAF) Guangzhou

**Paving the way for smart  
production solutions in  
South China**

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

**1 – 3 March 2023**

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



# Exhibition Overview



\*photo from SIAF 2023

**\* 20,000 m<sup>2</sup> exhibition space**

**257 exhibitors**

**\* 35,015 visitors**

**\* 17 fringe events with 88 presentations**

**\* 153 buyer delegations**

\*Combined figures with the concurrent Asiamold fair



# Visitors

Origin of  
international  
country



Japan

South Korea

Yemen

Kuwait

Lebanon

Bangladesh

Turkey

Russia

Belorussia

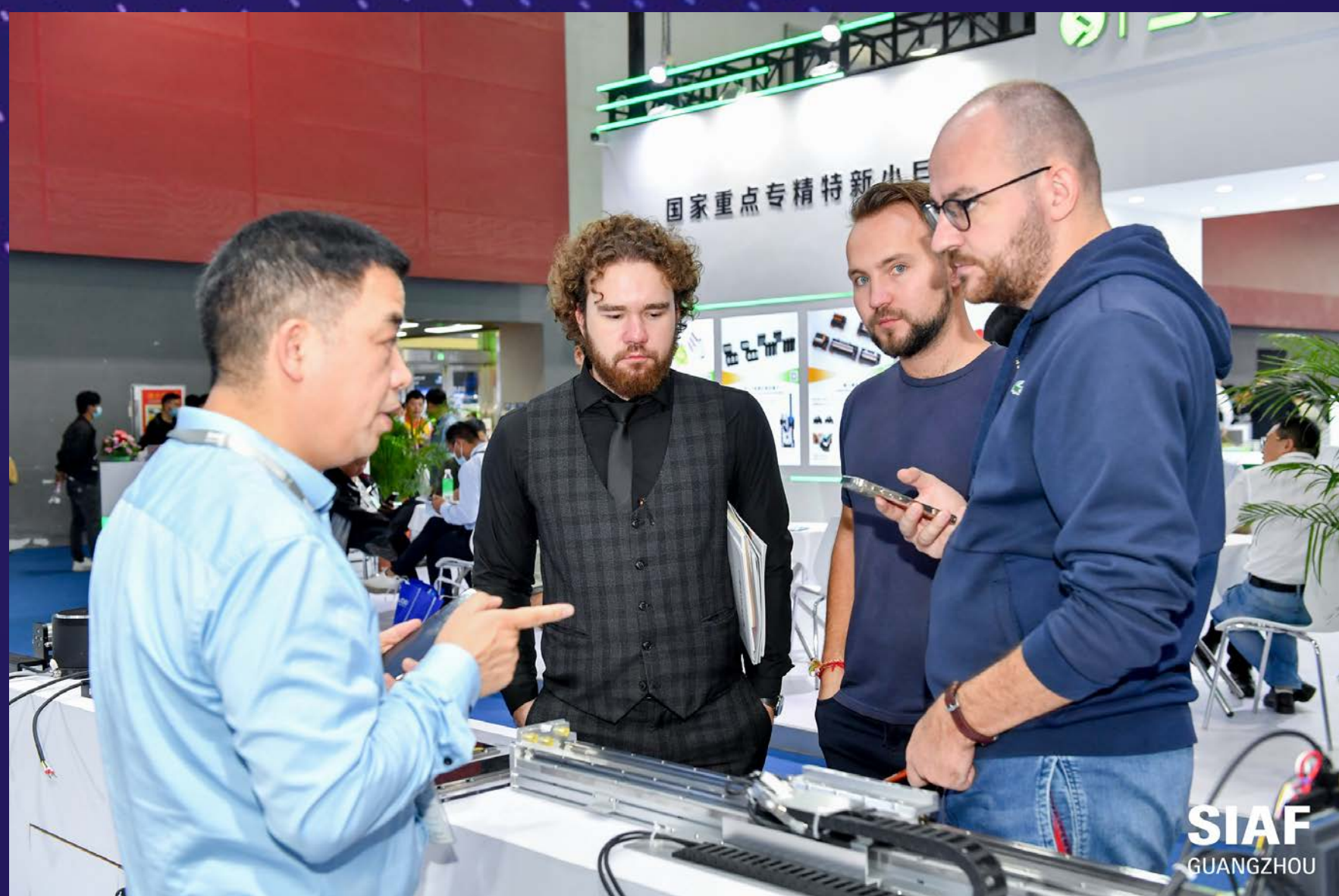
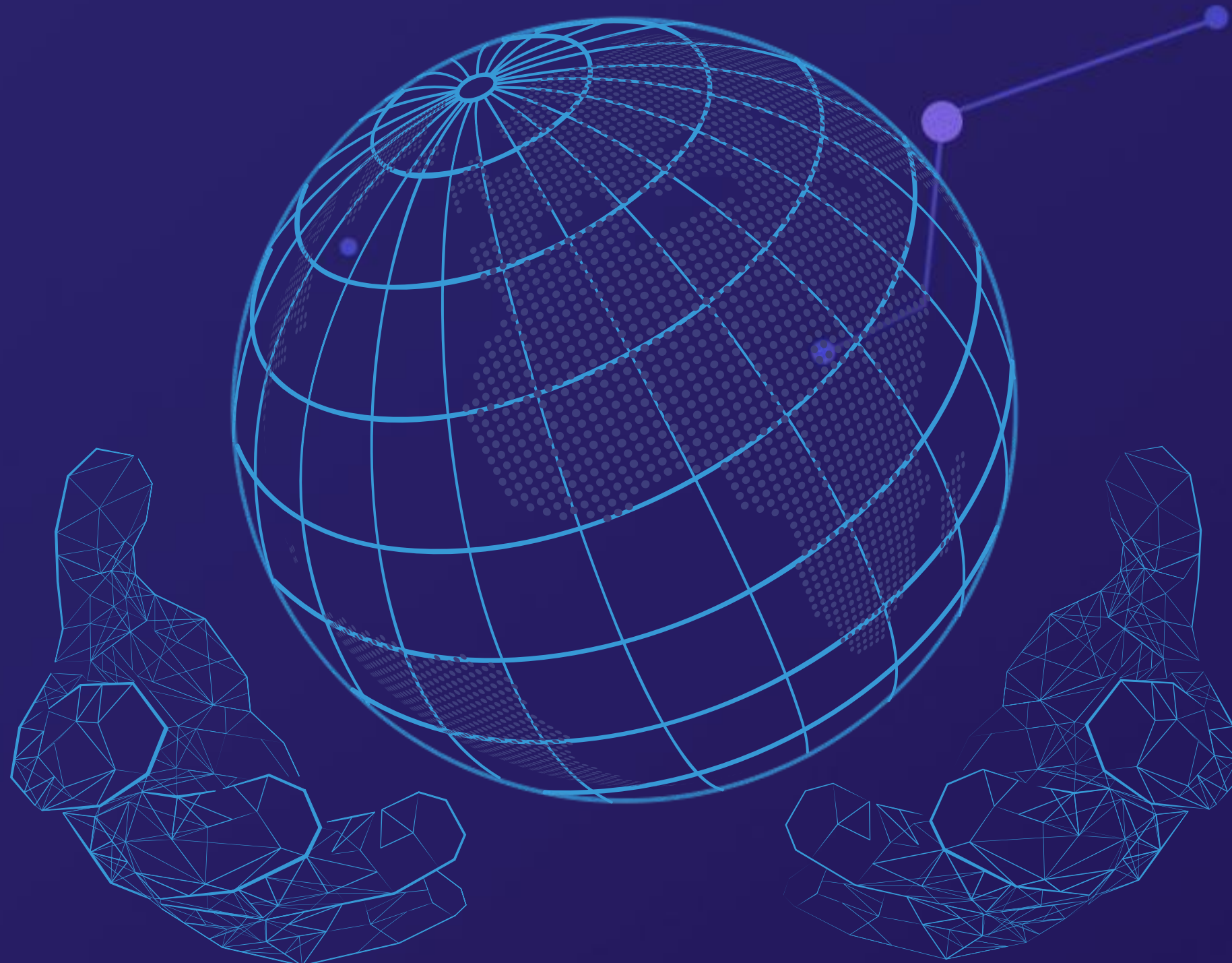
Italy

the USA

Canada

Brazil

Egypt



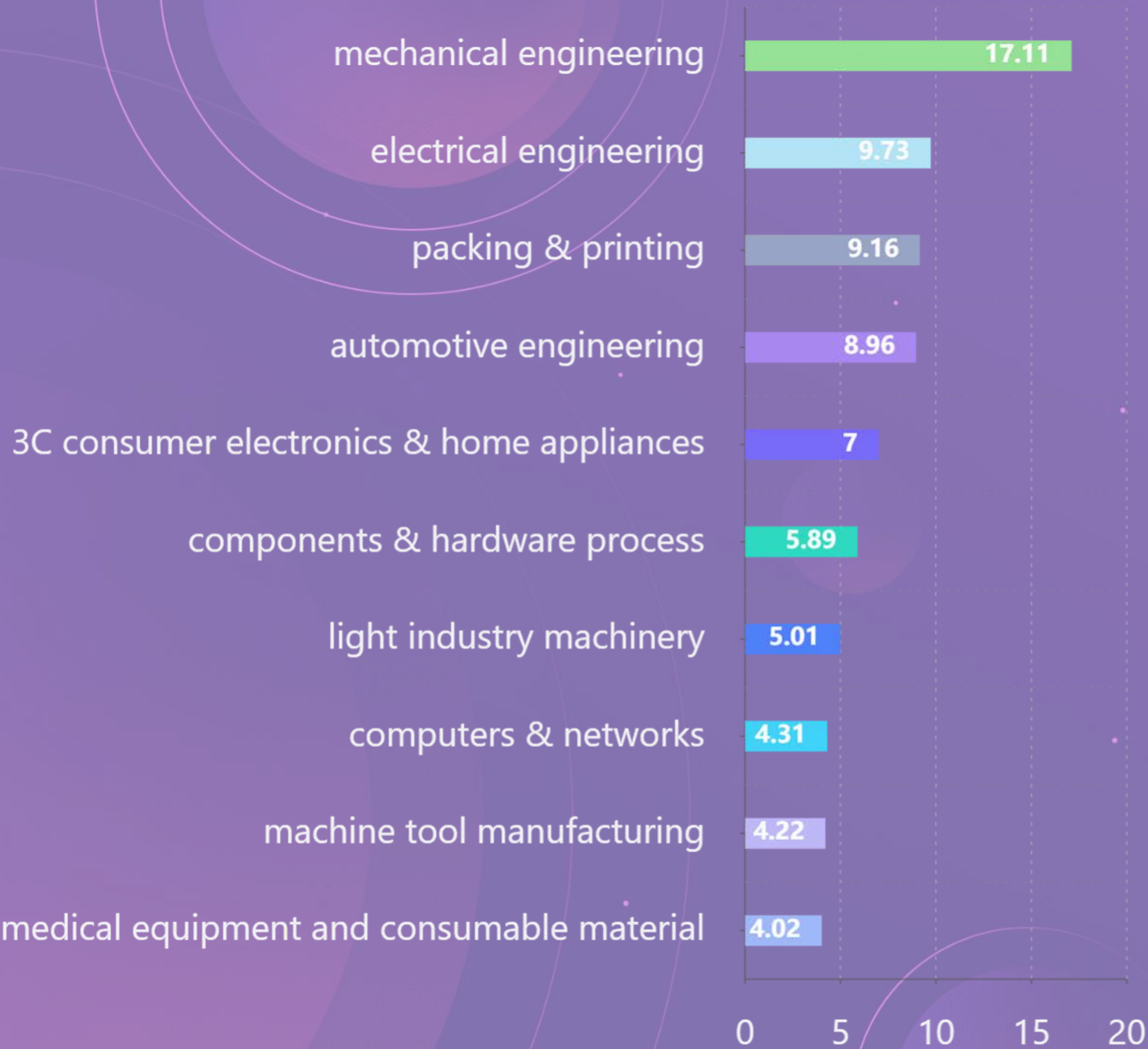
\* Photo from SIAF 2023



# Visitor Profile



\*Photos from SIAF 2023



Top 10 of Visitor Profile



# Visitors Business Sectors

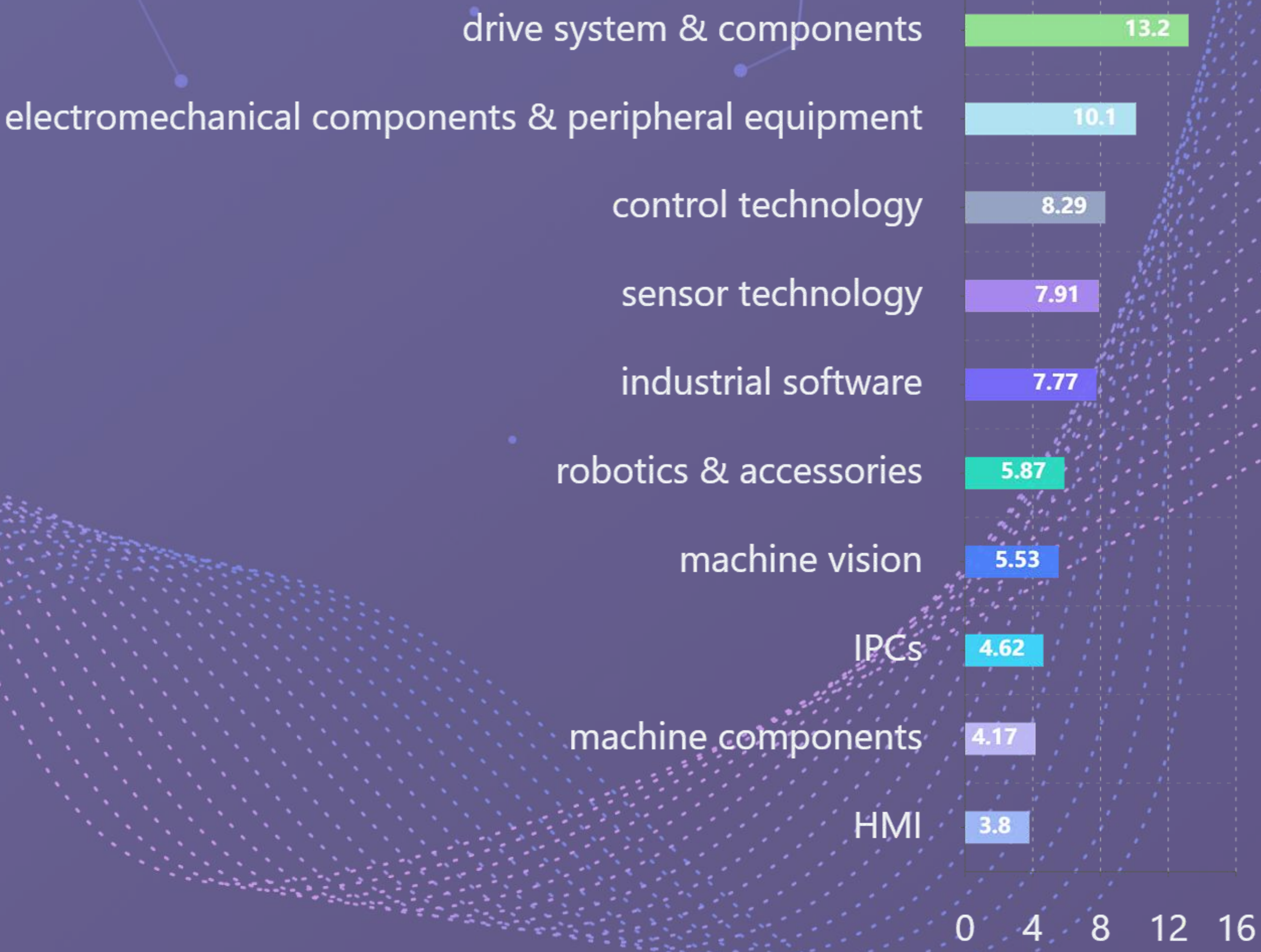




# Visitors Interested Products



\*Photos from SIAF 2023



Top 10 Interested Products



## Visitors Objectives\*



\* Multiple answers possible



# VIP Delegations

**SIAF**  
GUANGZHOU

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

**asiamold**

Guangzhou International Mould & Die Exhibition  
广州国际模具展览会

**欢迎以下VIP买家莅临和支持**  
Thanks for the support from the following VIP buyers



\*排名不分先后 In no specific order

感谢支持 感谢守候  
有你的支持更精彩！



\*Photos from SIAF 2023



# Exhibitor Feedback

\*For more information on exhibitor feedback, please visit [www.spsinchina.com](http://www.spsinchina.com)

We have been exhibiting at SIAF since 2015, and the number of visitors this year exceeded my expectations. Only on the first two days of the fair, we have already recorded approximately three thousand visits at our booth. In fact, the Chinese market highly values face-to-face interaction, and so we were able to meet many new and existing customers at our booth looking for products and expressing their purchasing needs. SIAF is one of the most important communication platforms in the country, and therefore we look forward to the upgraded SPS – Smart Production Solutions Guangzhou continuing to lead the Chinese manufacturing industry towards increased automation.

Mr Song Ling, Marketing Manager, Baumer (China) Co Ltd

SIAF Guangzhou is a top tier exhibition in South China with a heavy focus on automation and smart manufacturing, and we are joining the show to promote our brand awareness in the country, especially in the South China market. Throughout the show, the hall always maintained a large crowd. There were lots of enquiries at our booth, many of whom we believe have big potential. I was also happy to learn about the upgrade of the fair to SPS – Smart Production Solutions Guangzhou for the next edition. SIAF Guangzhou has always been connecting industry players within the nation. With this coming upgrade, I hope to see its level of internationalism further elevated, which will help connect us with overseas players. I am very much looking forward to coming back to the next edition

Mr Parker Wang, China Sales Leader, Datasensing S.r.l



# Visitor Feedback

\*For more visitor feedback, please visit [www.spsinchina.com](http://www.spsinchina.com)

I visited SIAF Guangzhou many times in the past, as I can always meet new suppliers of the latest technologies for industrial automation. And so, I am happy to return to the show this year to see the latest products and innovations on offer in China. After walking around the hall, I found that the products on display were of very high quality, reflecting the continuous enhancement of the Chinese manufacturing process. I hope to come back here again for next year's show.

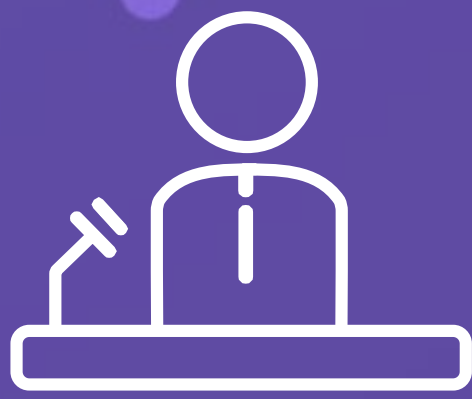
Mr Amir Katrangi, CEO, EKT Katrang (Lebanon)

Our factory does wire-cable and harness assembly in nearby Zhongshan, and we have been coming here regularly for many years to connect with suppliers and get more ideas on what we can do to make our processes more efficient. This year is huge, and I have found many new things that have surprised me. I believe SIAF is very important for the customer and for the supplier to see what's going on in the industry. As engineers, being able to physically see and interact with the product is very exciting, and so I will absolutely come back next year.

Rene Forster, General Manager, Howag-Swisspur Ltd



# Fringe Programme



How Industry 4.0 Accelerates Post-Covid Technology and Economic Development

Smart Industry Solutions Seminars --- Applications on Energy Transition / Automotive Manufacturing/ Intra-logistics

Beijing-Tianjin-Hebei Greater Bay Area Industrial Internet and Intelligent Manufacturing High-end Forum

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

IGuangzhou International Digitisation & Informatisation Forum (Main)

OPC UA Helps Realize Intelligent Manufacturing and Enterprise Digitalization

Dialogue with Hidden Champion Seminar --- Special and Innovative China's SME Expertise Meet with Hidden Champion

Industrial Automation and System Integration Innovative Application Seminar

Equipment Manufacturing Industrial Cluster Digital Transformation Business Matching Meeting

IIFES Seminar

Latest Trends in DX of Japan's Manufacturing Industry



# Speaker Feedback

\*For more information on speaker and attendees' feedback, please visit [www.spsinchina.com](http://www.spsinchina.com)

SIAF is a well-known platform for exchanging information in the industrial automation sector. This was the first time I delivered a presentation at SIAF, with an aim to share our research. I also attended the show to further understand the current market needs, for example, the promotion of "Dual Carbon" goals in China has offered a lot of opportunities to the manufacturing industry. In the future, product design and the manufacturing process will lean more towards green technology and the circular economy, for which automation will offer a lot of help to make better use of energy resources. Seeing is believing, I have noticed that SIAF has attracted many local companies to showcase leading automation solutions, to fulfil the needs of the manufacturing industry.

Dr Zhang Weimin, Director, Institute of Advanced Manufacturing Technology,  
School of Mechanical Engineering, Tongji University



\*Photos from SIAF 2023



# SPS - Smart Production Solutions Guangzhou

Show date: 4-6 March 2024

Show venue: China Import and Export Fair Complex (Pazhou)

Organisers: Guangzhou Guangya Messe Frankfurt Co., Ltd  
China Foreign Trade Guangzhou Exhibition Co., Ltd.  
Guangzhou Overseas Trade Fairs Ltd.  
Mesago Messe Frankfurt GmbH

Supporters: China Light Industry Machinery Association  
China Chamber of International Commerce  
Guangzhou Chamber of Commerce  
Beijing Internet of Things Intelligent Technology Application Association

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