



sps

smart production solutions
GUANGZHOU

SPS – Smart Production Solutions Guangzhou

4 – 6 March 2024

China Import and Export Fair Complex
Guangzhou, China

**Bringing automation
to life**

www.spsinchina.com

A new name in line with the SPS global network

As a sister event of SPS, the world-class event dedicated to industrial automation held annually in Nuremberg, SIAF Guangzhou has been the prime platform for the automation market in South China for years. Its 15th edition in 2024 will mark another milestone in the fair's development, with the show name officially changed to "SPS – Smart Production Solutions Guangzhou" with the tagline "Bringing automation to life", in line with the SPS brand of global fairs. The renaming represents its recognition as a fully-fledged member of the SPS brand family and aims to draw more international awareness to the Guangzhou show.



Upgraded branding expands the show's scope

The upgraded SPS – Smart Production Solutions Guangzhou will display a new look and create greater opportunities for exhibitors:



The renaming of the show also means a renewal of the show's concept. SPS – Smart Production Solutions Guangzhou will synergise with SPS in Germany, and help the manufacturing sector transition from traditional manufacturing towards smart production and digitalisation. Automation solutions including control technologies, drive systems and motion control, sensor technology, interface technology, industrial communication, human machine interface devices, industrial software, mechanical infrastructure and more will be featured.



The connection between the Guangzhou fair and the other members of the SPS global network, including SPS Italia and the upcoming Automation Sector powered by SPS in the US, is firmly established, empowering show advantages and resources sharing.



After 14 years of development, the fair's influence will extend from Guangzhou to the entirety of South China, particularly for the industrial clusters in the region such as mechanical engineering, electronic engineering, packaging and printing, automobiles, 3C electronics, home appliances, new energy and more.



A series of high profile concurrent events will be organised to provide a comprehensive platform for business exchange. Various hot topics such as "Dialogue with Hidden Champions", "TSN/A" and "OPC UA" will be covered.



The fair returns with a vision to become a platform equalling SPS.

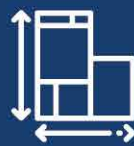


SPS – the leading global exhibition for smart and digital automation

Since its debut in 1990, SPS – Smart Production Solutions has been held successfully for 31 editions. With its unique concept, the show represents the complete spectrum of smart and digital automation, from simple sensors to intelligent solutions, from what is feasible today to the vision of a more digitalised manufacturing industry. As the premier exhibition for the global automation sector, SPS attracts numerous renowned international brands to participate, making it the ideal platform to tap into the German and European markets. The 2023 edition will be held from 14 – 16 November in Nuremberg, Germany with the exhibition's scope covering control technology, drive systems and components, industrial communication, human machine interfaces, production software & IT, mechanical infrastructure, sensor technology, interface technology, IPCs and more.



SPS 2022 key figures



112,000 sqm of
exhibition space



43,813 professional visitors
(29% international visitors)



999 exhibitors
(29% international companies)



120 seminars and forums
(28% online attendees)



4,076 forum attendees



Strong growth of Guangdong manufacturing sector prompts automation needs



With its strong manufacturing base, the Greater Bay Area is one of the most economically active areas in China due to beneficial government policies. The operating income of the top 500 manufacturing companies in Guangdong alone reached RMB 5.53 trillion in 2022, an increase of 5.6% from 2021¹, with the province doubtlessly acting as the powerhouse driving the development of the entire industry and supply chain. Furthermore, as “high-quality development” has been laid out as a national strategy, automation technologies have become a top priority for the manufacturing sector in the Greater Bay Area.

Industrial clusters generate promising opportunities

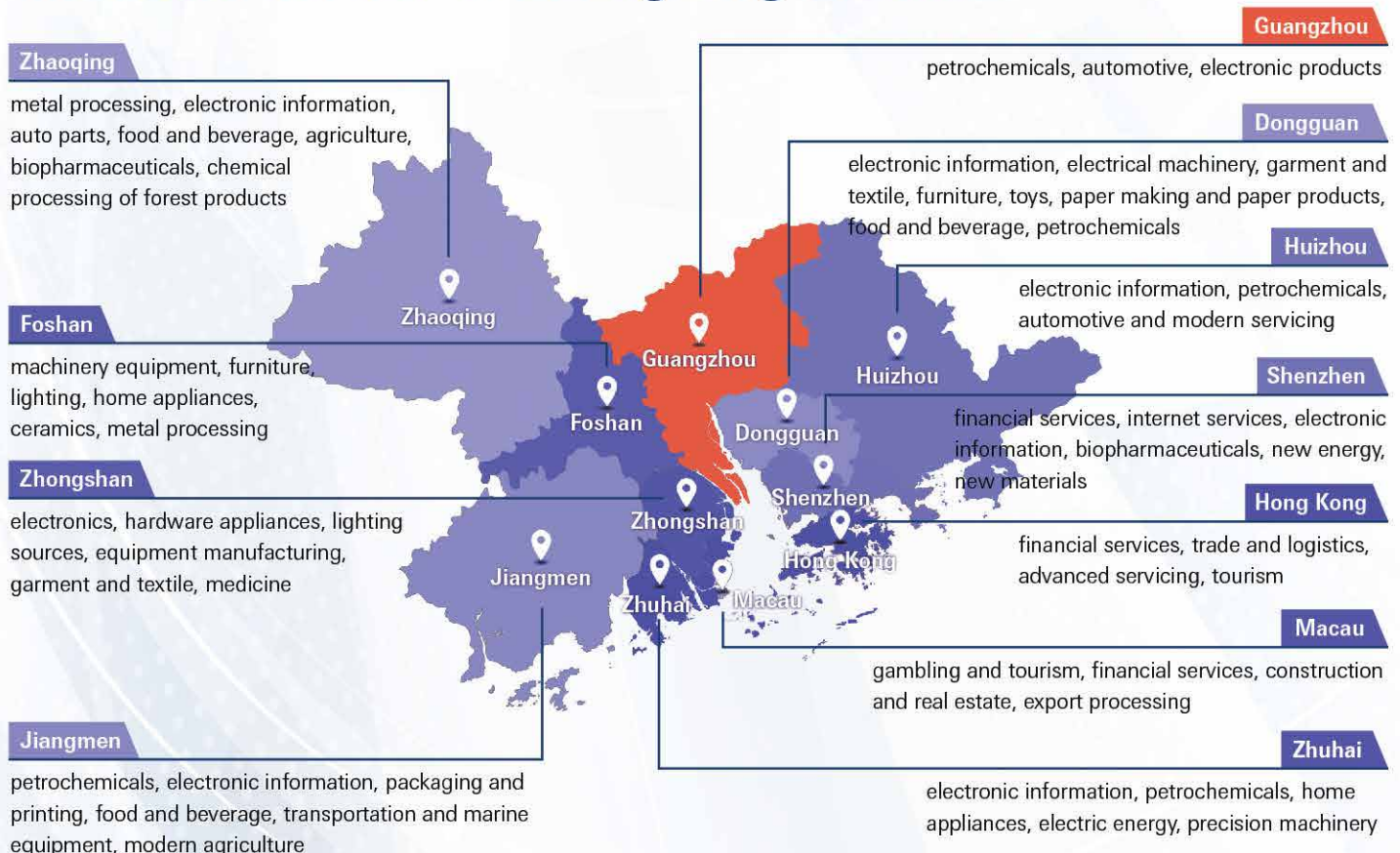
Along the path towards modernisation, the leaders of Guangdong Province have made a commitment to improve the quality of development and highlighted ten strategic pillar industries alongside ten strategic emerging industries. Amongst them, eight industrial clusters have reached an output of over one trillion RMB, including new-generation electronic information, modern light industry and textiles, advanced materials, green petrochemicals, modern agriculture and food, intelligent home appliances, software and information services, and automobiles². Special efforts are also being made to boost other clusters such as ultra-high definition video displays, biomedicine and healthcare, and new energy to reach the one trillion RMB output level.

The formation of these manufacturing clusters has far-reaching influence due to their highly interconnected supply chains. To adhere to green production policies, meet market demand for high quality products and endure cost pressures, manufacturing enterprises are striving for innovation. The potential of automation technology in South China has never been greater.

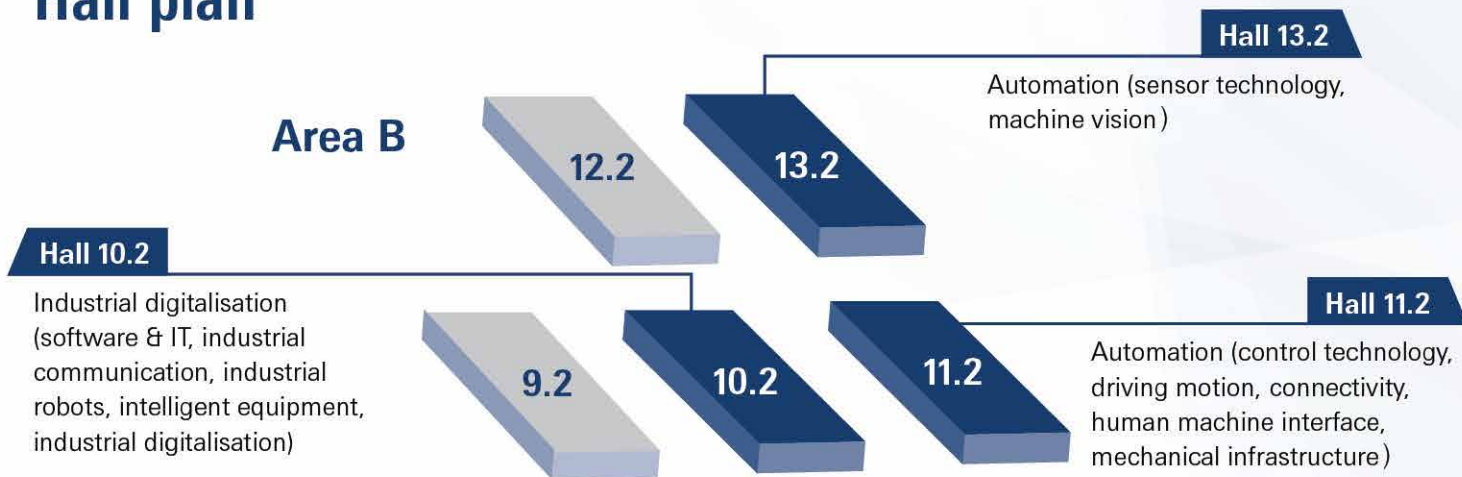
¹ “The Research Report on Guangdong Top 500 Manufacturing Enterprises in 2022” released on 28 Dec 2022 at the 2022 Guangdong Manufacturing Development Annual Conference and Guangdong Top 500 Manufacturing Enterprises Summit http://www.gd.gov.cn/gdywdt/bmdt/content/post_4072313.html

² https://www.cnbayarea.org.cn/english/News/content/post_1043644.html

Industrial clusters in Guangdong Province



Hall plan



Review of concurrent events

How Industry 4.0 Accelerates Post-Covid Technology and Economic Development

Smart Industry Solutions Seminar – Application in New Energy, Automotive Manufacturing and Intra-logistics Industries

2023 Beijing-Tianjin-Hebei Greater Bay Area Industrial Internet and Intelligent Manufacturing High-end Forum

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

Industrial Digitalisation and Informatisation Forum

OPC UA Helps Realise Intelligent Manufacturing and Enterprise Digitalisation

Dialogue with Hidden Champion Seminar – Special and Innovative China's SME Expertises Meet with Hidden Champion

Industrial Automation and System Integration Innovative Application Seminar

Demand Match-making of Digital Transformation of Manufacturing Industry

IIFES Seminar – Latest trends in DX of Japan's Manufacturing Industry

(For more concurrent events, please visit www.spsinchina.com)



2023 show key figures*



35,015

professional visitors
(visitor flow around 55,000)



450 exhibitors



20,000 sqm of
exhibition space



88 seminars and
summit topics



153 buyer
delegations

*Combined figures with the concurrent Asiamold fair



Participating brands over the years



(Partial list, in no particular order)



Exhibitor feedback

"We have participated at SIAF for more than a dozen editions. The show keeps growing and becoming more professional. The quality of the visitors has been very high and results are promising. Everyone has great expectations and there are indeed a lot of enthusiastic buyers with clear purchasing needs visiting our booth who are keen to collaborate. We will definitely join again."

Mr Eric Rong, Technical Marketing Manager, Controlway (Suzhou) Electric Co Ltd

"We have been exhibiting at SIAF since 2015, and the number of visitors this year exceeded my expectations, approximately 3,000 visits at our booth on the first two days of the fair. We met many new and existing customers looking for products and expressing their purchasing needs. We look forward to SPS – Smart Production Solutions Guangzhou continuing to lead the industry towards increased automation."

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

Visitor feedback

"I have visited SIAF four to five times. We used to use equipment made in Japan but we want to switch to domestic sourcing so as to reduce costs by 30%. This year, we are looking to procure electric cylinder alternatives, safety locks and more. SIAF is a convenient platform gathering a wide variety of suppliers, which allows me to quickly learn about the latest products on the market. I will come again in the future."

Mr Zhou Min Qiang, Engineer, Manufacturing Division One, Mitsubishi Electric (Guangzhou) Compressor Co Ltd

"Our factory does wire-cable and harness assembly in nearby Zhongshan, and we've been coming here for many years. This year the fairground is very busy and I've found many new things that have surprised me. I believe SIAF is very important 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."

Mr Rene Forster, General Manager, Howag-Swisspur Ltd

To read more feedback from past participants, please visit www.spsinchina.com

Feedback from a concurrent event speaker

"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 to understand the current market needs, for example, the promotion of "Dual Carbon" goals in China offers a lot of opportunities to the industry. Product design and the manufacturing process will lean increasingly towards green technology and the circular economy, for which automation will help to make better use of energy resources. I have noticed that SIAF has attracted many local companies to showcase 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

Fair information

Date

4 – 6 March 2024

Venue

China Import and Export Fair Complex
Guangzhou, China

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
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Associate sponsors

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

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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Visitor profile

- Mechanical engineering
- Electrical engineering
- Packaging and printing
- Automotive engineering
- 3C consumer electronics and home appliances
- Parts and accessories, hardware processing
- Light industry machinery
- Communication engineering, computers and networks
- Machine tool manufacturing
- Pharmaceutical equipment and consumables
- Food and beverage
- Textile printing, footwear and clothing
- Lighting engineering
- Environmental protection, waste management
- Aerospace
- Petrochemical industry
- Energy management
- Transportation
- Water conservancy

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SPS Global Series Map



Chicago, USA

Atlanta, USA

Parma, Italy

Nuremberg, Germany

Guangzhou, China

IMTS2024
AUTOMATION
SECTOR

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