

# Press

SPS – Industrial Automation Fair Guangzhou  
China Import and Export Fair Complex  
Guangzhou, China 4 – 6 March 2018

Hong Kong, February  
2018

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## The 2018 edition of SPS – Industrial Automation Fair Guangzhou opens next week

### Concurrent event programme to highlight future developments, industry-related technologies and practical applications

SPS – Industrial Automation Fair Guangzhou (SIAF) will open its doors from 4 – 6 March at the China Import and Export Fair Complex in Guangzhou, China. Held concurrently with Asiamold – Guangzhou International Mould & Die Exhibition, the three-day fairs will welcome a record number of more than 850 exhibitors from 20 countries and regions to present their latest offerings over 55,000 sqm of exhibition space. Altogether, the events are expected to attract over 65,000 professional buyers from around the world. There will also be 80 talks during the concurrent event programme which will cover an array of key industry-related matters, bringing the overall scale of the fairs to a new tier.

This year, five core topics that reveal the latest breakthroughs in industrial automation are awarded a special focus. They include **Electric Systems, Industrial Robotics and Machine Vision, Sensor and Measurement Technologies, Connectivity Systems, and Smart Solutions for Logistics**. Exhibits in the field of control systems, software development solutions and drive systems will also be featured. Standout exhibitors of these topics include:

**Electric Systems:** Bonfiglioli, SANYO DENKI, SERVOTRONIX, MOTOR POWER, ROUIST, CAMOZZI, GAT

**Industrial Robotics and Machine Vision:** YSR, GSK, Universal Robots, ESTUN, Adtech, PEITIAN, Harmonic, Nabtesco, Cognex, Daheng, Luster, Kawasaki

**Sensor and Measurement Technologies:** Baumer, CONTROLWAY, PEPPERL+FUCHS, BALLUFF, ifm, CONTRINEX, SICK, Autonics, KEYENCE

**Connectivity Systems:** Lemo, STAUBLI, Phoenix Contact, Harting

Messe Frankfurt (HK) Ltd  
35/F China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

## **Smart Solutions for Logistics: Linde, Tianjian**

The location of different product categories and their corresponding halls are as follows:

Hall 2.1:	Industrial Robotics and Machine Vision
Halls 3.1 / 4.1:	Control Technology / Drive Systems / Connective Technology / Digital Transformation
Hall 5.1:	Sensors / IIoT

The Taiwan Pavilion, led by the Taiwan Electrical and Electronic Manufacturers' Association, will be joining the fair for the ninth time. Long-time supporters of the fair, the Taiwan exhibitors will be present in Halls 3.1 and 4.1 and will once again demonstrate the strength of industrial automation in the Taiwan region by showcasing the latest solutions and products.

### **Concurrent event programme to highlight future developments, industry-related technologies and practical applications**

The concurrent event programme will focus on future developments in an industrial internet era, breakthroughs in industry-related technologies, and practical applications for manufacturing.

- **Future Developments in an Industrial Internet Era**  
On 5<sup>th</sup> March, the acclaimed "Dialogues between Hidden Champions" seminar will return once again. Phoenix Contact, B&R Automation and Beckhoff will bring along their latest innovations and ideas related to IIoT. The Japan Electrical Manufacturers' Association (JEMA) will introduce its concept of "Manufacturing 2030" during their talk to emphasise the benefits of implementing robotics and sensor technologies for precision manufacturing.
- **Breakthroughs in Industry-related Technologies**  
Leading sensing technology suppliers such as SICK, Contrinex, Bernstein, ifm Electronic, Pepper+Fuchs will gather together to showcase their state-of-the-art sensors, RFID and IO-link technologies.

During the Industrial IoT Technology and Applications Summit section, industry leaders including the Internet of Things Association of Guangdong Province, Edge Computing Industry Alliance and the Robustel Technologies will examine the development and future construction of IoT and edge computing in China.

A separate section will spotlight machine vision, robotics and drive technology to delve further into new applications and their future impact.

- **Practical Applications for Manufacturing**

The automotive industry will be represented by Balluff, Harting, Universal Robots, ATI and Cognex to discuss how the industry is adopting the latest technologies and investing in R&D across every aspect of the manufacturing process.

SICK, Linde (China) Forklift Truck, BONFIGLIOLI and Pepperl+Fuchs will present talks related to smart warehouses and logistics. As IoT and cloud computing become more advanced, the demand on intralogistics and warehouses to become more efficient gets greater. With RFID, AGV and other logistical possibilities, companies are able to make practical changes now to become more competitive.

Industrial automation solutions, 3D printing and moulding technologies are applicable to a variety of major industry sectors. The organisers have therefore invited various well-known brands to form buyer delegations and attend the both shows. Some of the leading companies include:

**Automotive Engineering:** NISSAN, BYD, FAW – Volkswagen, HONDA, GAC Motor

**Consumer Goods:** Colgate, P&G, Bluemoon, Liby

**Electric Engineering:** Huawei, Foxconn, Samsung, ZTE, OPPO, Delta, Flex

**Food and Beverage:** JDB, Wang Lao Ji, Strong Food, Ding Hu

**Household Appliances:** GREE, Skyworth, Midea, TCL, Whirlpool, Bear, Macro, Vanward

**Mechanical Engineering:** MGC, Hitachi

**Packaging and Printing:** Tech-Long, Essel Propack

**Pharmacy and Medical:** Pan Gao Shou, Bayer

**Textile and Footwear:** Nike, Adidas, Esquel Group, Pou Chen Group

SPS – Industrial Automation Fair Guangzhou is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, China Foreign Trade Guangzhou Exhibition General Corporation, Guangzhou Overseas Trade Fairs Ltd and Mesago Messe Frankfurt GmbH. Associate sponsors are the Guangdong Association of Automation, the Guangzhou Association of Automation and the Guangzhou Instrument and Control Society. The 2018 show will be held concurrently with Asiamold – Guangzhou International Mould & Die Exhibition. Asiamold focuses on additive manufacturing, moulding and 3D printing technologies which all make use of industrial automation technology. Exhibitors and visitors will certainly benefit from the business opportunities presented at the two fairs.

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[www.spsinchina.com](http://www.spsinchina.com), or email [sps@china.messefrankfurt.com](mailto:sps@china.messefrankfurt.com).

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**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

\* preliminary numbers 2017

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