

news +++ Smart Production Solutions Guangzhou
China Import and Export Fair Complex, Guangzhou, 4 – 6 March 2024

sps

smart production solutions

GUANGZHOU

SPS – Smart Production Solutions Guangzhou 2024 garners positive feedback following brand upgrade

Guangzhou, 12 March 2024. SPS – Smart Production Solutions Guangzhou concluded successfully on 6 March. This year, the show underwent a considerable upgrade to its branding, which builds on the foundation established by its predecessor SIAF Guangzhou over the past 14 years. The upgrade integrates the fair more tightly into the global SPS portfolio and allows it to better harness the brand's international network; as a result, more international exhibitors and buyers were attracted to engage in the fair's business and technological exchange opportunities. This initiative aligns with the ambitions of South China's manufacturing sector as it works to achieve new industrialisation and the smart transformation of its industries.

Key figures from SPS – Smart Production Solutions Guangzhou 2024

- Scale: 40,000 sqm
- 20+ fringe events, 100+ keynote speeches
- Nearly 100 professional buyer delegations
- Together with Guangzhou Industrial Technology, the two exhibitions attracted a total of 380 exhibitors that specialise in industrial automation.
- Together with Guangzhou Industrial Technology Exhibition and Asiamold Select – Guangzhou, the three exhibitions attracted a total of 37,264 professional visitors with 78,111 visits
- A total of 909 overseas visitors from 83 countries and regions: Russia, Kazakhstan, South Korea, Malaysia, Hong Kong, Vietnam, Belarus, Taiwan, Thailand, India, Indonesia, Japan, Singapore, Italy, Germany, Turkey, the US and Australia (in descending order of visitors)

The three-day event reinforced its role as a signature event in South China's manufacturing industry, earning praise for its commitment to highlighting the latest advancements in industrial automation and smart manufacturing technologies.

Mr. Richard Li, Chairperson of the Board of Management at Guangzhou Guangya Messe Frankfurt Co Ltd reflected on the updates: "Since the brand upgrade we've seen an infusion of additional resources into the show, which has significantly amplified its global exposure. The increased participation of industry leaders and smart manufacturing experts, alongside buyers and visitors from around the world, indicates that our rebranding efforts are moving in the right direction. Moreover, it ensures that our event is more closely integrated with SPS in Germany and can fully benefit from the shared resources and complementary strengths of the brand's global network."

Following its rebranding, the show has emerged as a focal point for industry professionals across various sectors, cementing its position as a key exchange platform for the smart

manufacturing industry. Recognising its rising profile, Mr Martin Roschkowski, President of Mesago Messe Frankfurt GmbH, made it a priority to attend and offer his backing: "The show's refreshed branding brings it into a closer alignment with the wider SPS brand, drawing on the substantial industry resources of our German, American and Italian exhibitions and incorporating all of the product categories of its German parent exhibition. It has been successful at capturing the international market's focus, and with the introduction of its new European Pavilion, is better poised to assist European brands and their Chinese subsidiaries generate new opportunities for business collaboration. The fairground's lively atmosphere speaks volumes about the industry's response to the upgraded show."

The event took place alongside Guangzhou Industrial Technology and Asiamold Select – Guangzhou, fostering significant synergies by uniting professionals from every phase of the manufacturing lifecycle in cross-industry collaboration. The agenda was augmented with a comprehensive schedule of concurrent events, where industry experts shared insights on the latest trends in new industrialisation and intelligent manufacturing. Notably, the show also featured a dedicated space for start-up companies and a 'new product and new technology' showcase, which drew considerable interest from industry participants.

Exhibitor comments

"Our company specialises in the production of specialty cables, temperature measurement systems, and cable harnesses. Additionally, we offer industrial solutions to our clientele across China. We have been consistent exhibitors at SPS in Germany since 1996, and have now committed to attending SPS – Smart Production Solutions Guangzhou every year as well. We appreciate the show's focus on smart manufacturing, as this is very consistent with our product positioning. We hope to leverage the show to enhance our visibility in China, so that customers with high-end needs, especially those in South China, can recognise us and use our products and solutions. I think the show is very professional, with a targeted customer base of engineers and professional buyers. We have already connected with over a hundred potential customers from both within South China and abroad."

Mr Meng Qi, General Manager, SAB Special Cables (Shanghai) Co Ltd

"Beckhoff is a German company specializing in new automation technologies. The company produces industrial PCs, I/O and fieldbus components, drive technology, automation software, control cabinet-less automation systems and industrial graphics solutions that can be used either as stand-alone components or integrated into a complete control system for a wide range of industry sectors. At SPS Guangzhou, Pepperl+Fuchs is presenting its MX-System cabinetless solution and the XTS system with No Cable Technology (NCT) in the New Products section. Future-oriented products and technologies also attracted a lot of attention, and the show's concurrent forums gathered a number of vendors with strong technological background, providing a good platform for everyone to exchange ideas and learn from each other. We will continue to follow SPS Guangzhou."

Mr Michael Zhao, Account Manager International, Beckhoff Automation (Shanghai) Co Ltd

"We are a leading supplier of automation solutions in Korea, specialising in a wide range of sensors, controllers, motion devices, measuring devices, laser marking systems, connectivity devices and more. We have attended the Guangzhou fair every year since 2016, and are always impressed with the guaranteed quality of the visitors. Attending the concurrent fairs also enables us to reach a larger potential customer base and introduce our latest products to them. It is also a perfect venue for us to understand the market trends in related industries."

Ms Li Lizhu, Marketing Manager, Autonics Electronic (Jiaying) Corporation

"It is a great privilege to be a part of SPS – Smart Production Solutions Guangzhou. As a longstanding friend of the exhibition, our time in Guangzhou this year has connected us with an unexpectedly large quantity of high-quality customers and partners. We presented a selection of our leading products and debuted a number of innovative, smart solutions, which contributes to our ongoing efforts to grow our clientele and strengthen our brand presence. We express our sincere appreciation to the organisers for developing such a professional platform in South China, and we look forward to meeting again in 2025!"

Mr Rong Shuang Ming, Marketing Manager, Controlway Group Holdings

"This year, we organised a Japan pavilion at SPS – Smart Production Solutions for the first time. Our decision to attend was driven by the show's influence in the South China region and its ability to attract industry peers and visitors. We are glad to report that visitor flow lived up to our expectations. China's automation industry is extremely competitive, and if Japanese enterprises want to expand their presence in the country, they need to actively seek out upstream and downstream cooperation with domestic enterprises to enhance their competitive advantage. As a result, many Japanese companies are eager to participate. We hope that SPS Guangzhou will continue to promote cooperation between Chinese and Japanese manufacturing enterprises, and help to leverage each other's respective strengths. "

Ms Yu Jie, General Manager, FactoryNet Information Technology (Shanghai) Co Ltd

Visitor Comments

"Focused on the field of intelligent manufacturing, we attend this exhibition annually. This year, we've observed a pronounced increase in the level of industry resources allocated to the show. As a result of its upgrade within the SPS brand, it has achieved a greater level of professionalism and a more significant standing in the industry. The considerable turnout of exhibitors and visitors, both from the domestic market and abroad, offers us a desirable platform from which to survey the global market and refine our strategy for international expansion. We will definitely come back next year."

Mr Chen Yu, Cost Analysis Engineer, Guangzhou Risong Intelligent Technology Holding Co Ltd

"This is my first time coming to SPS Guangzhou, I mainly look for suppliers of large-scale equipment for repair and maintenance, and I have already found two manufacturers that I'm interested in. Their equipment is very digitalised, which is in line with our current positioning and needs. There are a lot of outstanding exhibitors here and the show's professionalism is one of the best in the industry. Through this exhibition, we have expanded our customer channels and achieved our pre-show purchasing goal."

Mr Mo Guangquan, Equipment Supervisor, CNOOC

Speaker Comments:

I discussed how the digitalisation of manufacturing has a direct, positive impact on sustainability outcomes. We encourage companies to view sustainability as an opportunity, rather than just a corporate responsibility; as demand for sustainably produced items rises, it becomes a powerful incentive for companies to adapt and innovate. The seminar programme at SPS – Smart Production Solutions Guangzhou has provided a strong platform for engaging with our target audience. The enthusiastic audience response has been very promising. I am also looking forward to the Q&A session later, where I will be able to address specific questions about my presentation in greater detail. While I am a regular attendee at SPS in Germany, this is my first time visiting the Guangzhou show, and I'm optimistic about the growth prospects that I see here.

Mr Wang Jiangtao, Product Director, Automation Division, Siemens (China)

“In my presentation, I introduced the AMTC, a Sino-German research laboratory dedicated to production science. A significant part of the discussion centred around our approach to industrial control software, which is an increasingly critical consideration for manufacturers seeking to maintain production flexibility amid the ongoing market fluctuations worldwide. The audience was very attentive, reflecting the event’s importance not only for product discovery, but also for market research and identifying industry trends. It’s clear that these aspects are integral to the exhibition’s value.”

Dr Christopher Ehrmann, Deputy Director, Sino-German Center of Mechanical Engineering

SPS – Smart Production Solutions Guangzhou is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, China Foreign Trade Guangzhou Exhibition Co Ltd, 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 fair is also supported by the China Light Industry Machinery Association, China Chamber of International Commerce Guangzhou Chamber of Commerce and the Beijing Internet of Things Intelligent Technology Application Association.

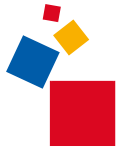
The 2025 edition of SPS – Smart Production Solutions Guangzhou will take place from 25 – 27 February 2025. For any queries, please email sps@china.messefrankfurt.com. For more details about the fair, please visit www.spsinchina.com

Further Messe Frankfurt fairs in the same industry cluster as SPS – Smart Production Solutions Guangzhou include:

- SPS Italia, 28 – 30 May 2024, Parma, Italy
- SPS – Smart Production Solutions, 12 – 14 November 2024, Nuremberg, Germany
- SPS Atlanta, 16 – 18 September 2025, Atlanta, United States

- End -

Press information and photographic material:
<https://spsinchina.cn.messefrankfurt.com/guangzhou/en/press.html>



Your contact:

Derrick Yeung

Phone: +852 2238 9972

Derrick.Yeung@hongkong.messefrankfurt.com

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

www.messefrankfurt.com
www.spsinchina.com

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300* people at its headquarters in Frankfurt am Main and in 28* subsidiaries, it organises events around the world. Group sales in financial year 2023 were more than € 600* million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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).

For more information, please visit our website at: www.messefrankfurt.com

* Preliminary figures for 2023