



smart production solutions

GUANGZHOU

SPS – Smart Production Solutions Guangzhou 2024 introduces ‘Hosted Buyer Programme’

Guangzhou, 14 January, 2024. SPS – Smart Production Solutions Guangzhou is committed to building a platform for the manufacturing sector to discover the latest technologies in smart production. Nearly all of the exhibition space at the show’s 2024 edition has been claimed, reflecting the event’s widespread recognition within the industry. To streamline interactions between exhibitors and buyers and ensure mutually beneficial exchanges, the event organisers have launched the ‘Hosted Buyer Programme’. This scheme is designed to facilitate effective business matchmaking, helping participants to expand their business network and nurture new opportunities. Under the programme, VIP buyers can also expect to receive a wide range of exclusive benefits and privileges.

As it enters 2024, China’s manufacturing sector is poised for a new era of advancements. Policy initiatives are steering the sector into an era of advanced industrial practices and intelligent production solutions, with the objective of maintaining the country’s leadership in global manufacturing.

On New Year’s Day, a government article was released, emphasising the importance of ‘new industrialisation’ – a national development strategy focused on upgrading and modernising the country’s manufacturing sector – as a path to achieving a higher standard of economic growth. The article proposed seven key initiatives, including the deployment of new smart manufacturing projects, a heightened focus on developing smart products and equipment, and the further enhancement of smart factories and supply chains.¹

In alignment with this recommendation, the Central Economic Work Conference on 11 December 2023 stressed the need to stimulate industrial innovation by fusing technological advancement with a committed focus to new industrialisation. The conference called for the acceleration of artificial intelligence development and the transformation of the country’s traditional industries.² Meanwhile, a separate government conference held the same month reaffirmed that 2024 would be a decisive year for the implementation of the national new industrialisation plan.³

¹ “Resolutely shoulder the key task of realizing new industrialization”, Qiushi Magazine, 1 Jan 2024, http://www.qstheory.cn/dukan/qs/2024-01/01/c_1130048912.htm (Retrieved January 2024)

² “The Central Economic Work Conference was held in Beijing”, www.gov.cn, 12 December 2023, https://www.gov.cn/yaowen/liebiao/202312/content_6919834.htm (Retrieved January 2024)

³ “The National Industrial and Information Work Conference was held in Beijing”, www.gov.cn, 22 December 2023,

Reflecting the Chinese government's push to expedite these measures, SPS – Smart Production Solutions Guangzhou, to be held from 4 – 6 March 2024 at the China Import and Export Fair Complex in Guangzhou, has attracted significant attention from both domestic and international industrial circles owing to its established status as a key event supporting the implementation of new industrialisation.

The exhibition's latest edition will offer a wide range of exhibits, including drive systems and components, sensor technologies, control technologies, factory grids and power supplies and connection technologies. Low-voltage switchgears, mechanical infrastructure and industrial computer equipment will also be on display, along with a range of software and IT systems, human-machine interfaces, industrial communications technologies, industrial robots, training and consulting solutions, and more. This expansive selection is aimed at satisfying the diverse needs of buyers from various industries, who are intent on aligning their businesses with new industrialisation and embracing smart manufacturing solutions.

Maximising business opportunities with customised visit plans

To streamline matchmaking between buyers and exhibitors, the exhibition's organisers have recently launched the 'Hosted Buyer Programme'. This programme assists buyers with efficiently planning their sourcing journey at the event, and facilitates more substantive and meaningful business conversations with exhibitors.

Buyers from qualified industries with purchasing authority, or those who meet the professional criteria, are encouraged to register for VIP access. Once approved, VIP buyers will be presented with a list of exhibitors and products, allowing them to select categories in alignment with their sourcing objectives. Utilising this information, a personalised itinerary will be developed, with the option to request a dedicated representative for a more focused experience.

VIP buyers will also be provided with a selection of additional benefits. These include an exclusive VIP pass, complimentary business lunch, travel allowance, access to business matching services, priority seating at seminar sessions, and assistance with visa applications for international travel.

Qualified industries:

Industrial automation, mechanical engineering, automotive engineering, electronic engineering, packaging and printing, 3C electronics, semiconductors, smart home appliances, light industrial machinery, food and beverage, textiles, shoes and clothing, consumer daily chemicals, warehousing & logistics, communication engineering, machine tool manufacturing, medical pharmaceuticals, lighting engineering, new energy, environmental protection engineering, battery engineering, petrochemical, water conservancy and hydropower, transportation, aerospace, shipbuilding, measurement, and more.

Qualified job nature:

Management, academic research, R&D, engineering, technical services, wood quality management, manufacturing, procurement, marketing, sales, advertising, promotion, media, import and export trade, and more.

Registration Link: <https://qr.messefrankfurt.com/m567c>

Registration Deadline:

For overseas buyers: 15 January 2024

For domestic buyers: 30 January 2024

SPS – Industrial Automation Fair 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.

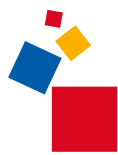
For more details about the fairs, please visit www.spsinchina.com or email sps@china.messefrankfurt.com.

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

- **SPS Italia – Smart Production Solutions**
28 – 30 May 2024, Parma, Italy
- **SPS – Smart Production Solutions**
23 – 25 September 2025, Atlanta, United States

- End -

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



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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).

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* Preliminary figures for 2023