

## Press release

# SIAF Guangzhou celebrates 10 years as South China's foremost platform for intelligent manufacturing

**Marking its 10<sup>th</sup> edition this year, SPS – Industrial Automation Fair Guangzhou (SIAF), the preeminent trading platform for intelligent manufacturing solutions in South China, will continue to keep pace with the ever-changing industry as the smart factory concept looks set to feature prominently during the show.**

Over the past nine years, SIAF has endeavoured to stay at the forefront of the industry in a rapidly evolving market. The show has grown steadily to become one of the most important platforms promoting industry convergence as well as business networking. This must-attend event will once again be concurrently held with Asiamold at the China Import and Export Fair Complex in Guangzhou from 10 – 12 March 2019. Together, the two shows will utilise 62,000 sqm of exhibition space spanning five halls. It is expected that up to 950 internationally renowned brands will exhibit, attracting over 80,000 visitors from 45 countries and regions. A wide range of application sectors will be featured including automotive engineering, consumer goods, electric engineering, household appliances, mechanical engineering, packaging and printing, medical and pharmaceutical, textile and lighting.

To celebrate this special milestone, a press conference was held today to reflect on the show's significance within the industry and provide a glimpse of the upcoming highlights at the 2019 edition. Present at the conference was Mr Hubert Duh, Executive Director of Messe Frankfurt (HK) Ltd. Commenting on the show, Mr Duh said: "SIAF 2019 is dedicated to measuring the pulse of the market and to discovering some of its latest innovations. This year's show will enrich fairgoers' experience by presenting technological breakthroughs via six highlighted product categories including electrical systems, connectivity technologies, sensor technologies and industrial measuring instruments, industrial robotics and machine vision, Industrial Internet of Things and smart solutions for logistics."

A wide variety of products and system solutions will be arranged according to the six featured exhibiting themes from Hall 2.1 to Hall 5.1 to make navigation for fairgoers more convenient. Pavilion and product zone will again gather notable companies to streamline visitors' sourcing experience. Led by the Taiwan Electrical and Electronic Manufacturers' Association, the Taiwan pavilion will return to SIAF for the 10th consecutive year to reveal their latest advancements in Halls 3.1 and 4.1. In addition, the Digital Transformation Zone will be located in Hall 4.1 to showcase innovative system software for smart factories.

Thanks to the "Made in China 2025" policy initiatives and the widespread adoption of Industry 4.0, thoughts have been gathering pace among

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industry players in China on how to readily accomplish intelligent manufacturing. The rise of Industrial Internet of Things as one of the elements of smart factories has in particular offered unrivalled opportunities to reshape the conventional industry landscape. SIAF has attracted numerous leading brands specialising in IIoT technologies including Laogou Technology, Logictrue, OPERA, ProudSmart, Robustel, Secomea and StarHouse.

Other well-known brands at this year's show include:

#### **Electrical systems**

Bonfiglioli, Harmonic, MGC, Nabtesco, Sanyo Denki, Sigmatek, Sinfonia, SMC, Wittenstein

#### **Connectivity systems**

AGRO, binder, CONEC, ESCHA, Harting, Lemo Electronics, MURR, Phoenix Contact, UTILITY, WAIN

#### **Sensor technologies and industrial measuring instruments**

Autonics, Balluff, Banner Engineering, Baumer, Carlo Gavazzi, Contrinex, Controlway, EMA, Hanyoung NUX, ifm, Keyence, Kuebler, Pepperl+Fuchs, Sick

#### **Industrial robotics and machine vision**

CK, Cognex, Daheng, Datalogic, EiNUO, Erteng, GSK, Intelligent Eyes, Lanbao, LMI, Maker-Ray, Mstar, Peitian, YASKAWA

#### **Smart solutions for logistics**

Schmidt, TAIHO

#### **Seminar programme gathers influential speakers to share industry insights and innovations**

In addition to the diverse array of product displays, SIAF and Asiamold also organise each year a comprehensive line-up of seminars and discussions. A total of 80 talks focusing on industrial automation and mould technologies will be delivered from a broad line-up of industry experts. The presentations include:

- **Efforts taken by Japanese manufacturing companies in response to “Digitisation of Manufacturing (Industry 4.0)”**  
Organised by the Japan Electrical Manufacturers' Association, the event will share insights on how Japanese manufacturing companies are coping with industry transformation and the latest technological developments.
- **Smart Industry Solutions Summit**  
With a spotlight on automotive manufacturing and smart logistics, the seminar will cover intelligent solutions deploying sensors, machine vision and IIoT technologies.
- **Dialogue with Hidden Champions 2019**  
Expert speakers from sensor companies will discuss how sensors are being utilised in developing intelligent manufacturing solutions and explore possible directions for future developments.
- **AI, IoT and Maintenance 4.0**  
The seminar will convey ideas on how to enhance the management of devices, improve product quality and reduce the

unnecessary consumption of resources with the support of artificial intelligence, IoT technologies and Maintenance 4.0 during the manufacturing process.

- **IT meets automation, by OPC Foundation China**  
The OPC Foundation will join hands with renowned manufacturers to present the principles and application of OPC technologies to achieve seamless, secure and cost-efficient exchange of information between different platforms.

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 include the Guangdong Association of Automation, the Guangzhou Association of Automation, the Guangzhou Instrument and Control Society while the China Light Industry Machinery Association is also a show supporter. The 2019 fair 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 will no doubt benefit from the business opportunities presented at the two fairs.

For more information about the 2019 show, please visit [www.spsinchina.com](http://www.spsinchina.com), or email [sps@china.messefrankfurt.com](mailto:sps@china.messefrankfurt.com).

#### **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 30 locations, the company generates annual sales of around €715\* 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).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018