

Press release

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## SIAF Guangzhou 2020 expands fair size to over 50,000sqm

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**SPS – Industrial Automation Fair Guangzhou (SIAF) 2020 is gearing up for the next edition of the show as some of the latest industrial automation solutions are due to be showcased during the fair. As technologies relentlessly evolve, solutions providers are eager to exhibit their innovations that can streamline the manufacturing process. To accommodate the current smart manufacturing era, the 2020 edition will expand to Hall 8.1 to welcome more industrial internet, industrial cloud platforms, intralogistics and smart factory solution providers. With the expanded area and enhanced fringe programme, the fair is estimated to occupy over 50,000sqm of exhibition space.**

Powered by the highly-respected SPS Smart Production Solutions trade fair in Nuremburg, Germany, SIAF has steadily grown into one of the most reputable trade fairs for the automation industry in South China. Taking place from 26 – 28 February 2020, SIAF will return to the China Import and Export Fair Complex in Guangzhou. With over 75% of the exhibition space already sold, the fair is shaping up faster than ever before as exhibitors have booked space in record time. With the expansion of the fair already confirmed, participants can be assured of a strong showing from industry heavyweights.

Backed by steadfast support from industry professionals, SIAF will continue to showcase state-of-the-art industrial automation solutions revolving around six themes. While the fair as a whole is destined to welcome 800 exhibitors across six halls, Hall 2.1 will feature industrial robotic technologies and accessories, pneumatic systems and components. Halls 3.1 and 4.1 will house advanced control technologies, industrial connectors, drive systems and components while sensors and applications of machine vision will be displayed in Hall 5.1.

Over the past 11 years, SIAF has evolved and earned – together with the regional and global manufacturing industry – the support and recognition of many renowned industry brands. As the demand for customised smart industrial automation solutions in East and Central China continues to rise, industry professionals are gearing up for another edition of SIAF Guangzhou. Some of the brands confirmed for the 2020 edition include: Autonics, Balluff, Beckhoff, Baumer, Bonfiglioli, CK, Cognex, Controlway, Daheng, Deca, Harting, Lanbao, Logen, Pepperl+Fuchs, Phannenberg, SICK, Sigmatek, World, YASKAWA, Yiheda, Zhongda Leader.

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### **Concurrent programme to explore future industry trends**

The industrial automation industry is in a phase of rapid transition and the quest for the next industry innovation continues. To better serve the industry, the organisers have dedicated considerable resources and effort into devising the concurrent event programme held at the fair. This results in SIAF being more than just a business platform, but also as an insightful and engaging industry gala featuring specialists from around the world. Participants can expect to further expand their knowledge and learn more about the latest industrial automation industry development trends that hopefully sparks new ideas and shapes industry breakthroughs.

With the advancements of intelligent machines, a secure and high-speed network is needed to connect machines and advanced analytics with people that operate them to deliver valuable data and insights. To highlight the importance of the aforementioned technology, two noteworthy conference topics titled “Application of Connectivity, Sensor and Machine Vision Technology Within the Industry 4.0 Era” and “Time-Sensitive Networking (TSN) and its Application on IIoT” will cast spot lights on the latest findings in the industrial internet and connectivity sectors. Expert speakers from renowned companies will offer invaluable business intelligence with a key focus on Industry 4.0.

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, the Guangzhou Instrument and Control Society and China Light Industry Machinery Association.

For more information about the 2020 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 €718 million. We have close ties with our industry sectors and serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group’s key USPs is its closely knit global sales network, which extends throughout 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Headquartered 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)

SPS – Industrial Automation Fair  
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