

SPS – Industrial Automation Fair Guangzhou

Record number of exhibitors and visitors for 2011 fair

The second edition of SPS – Industrial Automation Fair Guangzhou held from 9 – 11 March 2011 at the China Import and Export Fair Complex confirmed its position as the top trade fair in Southern China for industrial automation solutions.

Showing at the fair were 354 suppliers from 15 countries and regions, covering three halls in a total exhibition area of 30,000 sqm. Over 19,300 visitors from 40 countries and regions came to the fair to see and source the latest technological innovations.

Mr Louis Leung, Deputy General Manager, Guangzhou Guangya Messe Frankfurt Co Ltd said: «SPS – Industrial Automation Fair Guangzhou is developing at an extraordinary rate. In just one year, the scale of the fair has grown 50 %, exhibitor participation has risen 12 % and visitor attendance has increased 15 %. These gains reflect the enormous business potential in Southern China.» Exhibitors and visitors commended the professionalism of the fair and, most importantly, how it has delivered an exceptional business platform. Ms Hong Li, Deputy GM, Marketing Director, ELCO which produces sensors and encoders was equally pleased with the calibre of visitors at the fair.

Visitors attending the fair were also satisfied. SPS – Industrial Automation Fair Guangzhou is the best sourcing platform in Southern China according to Mr Qin Feng Qu, Manager, Guangzhou Maidu Machinery Equipment Co Ltd. He said: «There is no other event like it. You are able to see an amazing selection of industrial automation technologies at SPS – Industrial Automation Fair Guangzhou. We have already placed several large orders for sensors and human-machine-interface devices.»

STRONG SUPPORT FOR FRINGE EVENTS. The educational fringe programme held together with the fair, which included 12 specialist seminars and forums were well attended by visitors and exhibitors. Programme highlights included Organised by the German-based AMA Association for Sensor Technology (AMA), attendees of the one-day seminar on European Latest Sensor Technology, Application and Development were able to see how the newest ceramic sensors, 3D-laserscanners and 1D-triangulationlasers, high-resolution digital sensors, intelligent photoelectric sensors and PRT and IO-link technologies could be used in the automation, automotive, medical and renewable energy sectors.

«Sensing in Automotive 2011» presented the latest automotive sensor technology, from ceramic to hydrogen sensors, to GE auto to MEMS-based pressure sensors. The forum was a hot ticket



Although they come for business and application talks, Chinese visitors enjoy playing games and win give-aways. (Photo: SR/gaw)

event for visitors and exhibitors alike. This event was jointly organised by the AMA and Vogel Media.

The Panel on CNC Machine Tools and Basic Manufacturing Equipments of Guangdong Province, Guangdong Automation Association and Guangdong Mechanical Engineering Institute organised this event. The examination of the «12th Five Year Plan» in relation to the development of a CNC machine tools industry in China drew a large audience.

The next edition of SPS – Industrial Automation Fair Guangzhou will take place 6 – 8 March 2012 at the Guangzhou Import and Export Fair Complex.

SPS – Industrial Automation Fair Guangzhou is sponsored by the China Foreign Trade Centre and Messe Frankfurt Exhibition GmbH, organised by the China Foreign Trade Guangzhou Exhibition General Corporation, Guangzhou Guangya Messe Frankfurt Co Ltd, Guangzhou Overseas Trade Fairs Ltd and Mesago Messe Frankfurt GmbH, with Guangdong Association of Automation and the Guangzhou Association of Automation being the Honourable Organisers. [SIAF/gaw] ✉ L113138

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