

The reasons to be part of SIAF - SPS Industrial Automation Fair Guangzhou 2012

Why is Guangdong / China an interesting market for the Automation Industry?

- Guangdong Province is the No.1 manufacturing base in China
- Guangdong province accounts for the highest GDP (12.2%), industrial output (14.3%) and exports (31.6%) among all provinces and municipalities, adding up to 1/8 of China's total
- The export value of mechanical and electronic products in Guangdong soared to USD 35.59 billion in the first two months of 2010, up 19.2% from 2009
- More than 17,300 robots are estimated to be in operation across the country, while sales of robotic technology will increase by around RMB 10 million
- Until 2015, a total sum of RMB 1,500 billion will be invested in automotive, shipbuilding, machine equipment, iron, electronics, etc.
- Important export base of industries in the world, like electrical household appliances and garments. The economic output of petroleum and chemistry, building materials, medicine industries respectively ranks first in China
- China's government's is stepping up investment in innovation, creating research & development hub to speed up industrial upgrading and increase high value-added manufacturing
- Guangdong + Hong Kong + Macau: the fourth largest economy in Asia after Japan, Korea and India

What is the outcome of SPS – Industrial Automation Fair Guangzhou 2010 and its development in 2011?

- 16,715 buyers from 40 countries and regions visited SIAF 2010, which covered a floor space of 20,000 sqm, to source the latest automation technologies from 317 exhibitors from 15 countries and regions
- First successful launching with SPS/IPC/DRIVES and CHIFA's concept – a successful combination of world brand show reputation & strong local management team
- Strong support from international industry associations – AMA Association for Sensor Technology, TEEMA, China Automation Association (CAA), Guangdong Association of Automation, together with national green automation experts, as well as important industry websites like Gongkong.com and Gkong.com

- Introducing special technical seminars, featuring hot topics like “Energy efficiency” and “Automation in Automotive”, organized by AMA Association for Sensor Technology and a Motion & Drive Seminar, co-organized by Mr. Daniel Jones, Board member of MCA Motion Control Association, USA
- Technology platform for international automation industry to market the latest products/services to the Chinese market, with a special focus on the vibrating Southern China region, including Hong Kong, Taiwan, and South Asian countries
- Trading platform for international manufacturers, importers/exporters, distributors and retailers to establish partnerships, networks and further develop business contacts
- Various channels of getting targeted trade visitors, and a tailor-made visitor invitation program

What difference does the new management make?

- Joint forces of partners experienced in organizing special interest exhibitions and conferences
- Mesago Messe Frankfurt contributes its particular SPS/IPC/DRIVES expertise
- Local partner providing comprehensive knowledge of local market conditions
- Participation of international speakers to strengthen and broaden SIAF exhibition
- International press releases, international press conferences and publications in foreign special magazines and media
- Strong publicity / sales capacity of Messe Frankfurt subsidiaries / agents in Taiwan and South Asian countries

What about the venue and services?

- Pazhou Complex is a multifunctional exhibition center of the highest standard in China and Asia; modern architecture applying 5A standard, outstanding design and high-class interior decoration
- Individual stand construction as well as all-inclusive-services on site, wireless access and customized solutions for every exhibitor
- Modern infrastructure with various hotels of all categories and convenient transportation at hand (international airport Guangzhou, Subway station access to venue, taxis, hotel shuttle buses, express buses)
- Guangdong-Hongkong-Macau convenient transportation connections

Further information

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