

# Final Report

Hong Kong, March 2012

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SPS – Industrial Automation Fair Guangzhou  
China Import and Export Fair Complex  
Guangzhou, China 7 – 9 March 2012

Keena Tsui  
Direct line +852 2238 9970  
Fax +852 2519 6800  
keena.tsui@hongkong.messefrankfurt.com  
www.messefrankfurt.com.hk  
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## Record number of visitors and exhibitors attended show

## Exhibitors and visitors rated the show as the best in southern China

## On-site seminars draw large crowds

SPS – Industrial Automation Fair Guangzhou is gaining a reputation for being the most important international trade fair for industrial automation solutions in Asia. The 2012 event enjoyed a great success and attracted a record number of exhibitors and visitors when it took place at the China Import and Export Fair Complex, Guangzhou, China from 7 – 9 March 2012.

There were 22,189 visitors from 60 countries and regions, an increase of 14% compared to last year. Chinese visitors numbered 21,312 and 877 were international visitors.

Exhibitors represented 438 companies from 15 countries and regions, up 24% compared to 2011. Renowned exhibitors included Siemens, Lenze, Phoenix Contact, Harting, Weidmueller, Beckhoff, Pilz, ifm, Pepperl+Fuchs, Wieland, Leuze, Sick, Vipa, Baumer, Autonics, Weinview, Proface, Sanyodenki, Banner, Contrinex, Kinco, Mecano, Schmersal, LS Mecapion, Toshiba, Hiwin and Saia-Burgess. Their products and technologies were showcased in three halls totalling 32,000 sqm.

Commenting on the success of the 2012 show, Mr Louis Leung, Deputy General Manager of Guangzhou Guangya Messe Frankfurt Co Ltd, one of the organisers of the fair said: "The visitor and exhibitor turnout at this year's event reflects demand for industrial automation technology that responds to the challenges of output,

Messe Frankfurt (HK) Ltd.  
3506 China Resources Building  
26 Harbour Road  
Wanchai  
Hong Kong

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quality assurance and labour costs, which could be found at the show.”

### **Exhibitors and visitor rated the show as the best in southern China**

By being strategically located in Guangzhou and attracting quality visitors, exhibitors such as Rittal Electro-Mechanical Technology (Shanghai) rated SPS – Industrial Automation Fair Guangzhou as the best automation fair in southern China. Ms Maggie Wu, Rittal's Marketing Communication Specialist said: "We choose this show to exhibit in southern China as it is the most professional event of its kind in the region. It attracts end users, system integrators, trading companies and distributors which are our target buyers. Also, the facilities and transportation systems in Guangzhou are convenient and sophisticated.”

Representing Beckhoff Automation (Shanghai), Mr Michael Peng, the company's Marketing Manager said: "Being held in Guangzhou which has more profound influence in South China, this fair is a good platform for meeting and networking with clients from the region. The flow of visitors to our booth was so high that we needed to send for more staff to help with enquiries. We are satisfied with the fair and expanding our booth every year.”

Siemens China was also able to extend their business networks in China's Pearl River Delta. The company's Manager for Marketing and Communications, Ms Sunny Huang remarked: "We joined the show to meet new customers, build-up our brand image and explore new business opportunities in the southern China market. As most of the visitors to our booth were from Guangdong Province these objectives were achieved.”

## **Final Report**

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Pavilion organisers commented on the synergy of SPS – Industrial Automation Fair Guangzhou with other equipment fairs taking place. Mr Ethan Lo, Project Manager for the Taiwan Electrical and Electronic Manufacturers' Association which organised the TEEMA Pavilion said: "The high level of automation technology required by the printing and packaging industries presented our exhibitors with plenty of business opportunities." This was the third year that the association had organised a pavilion.

Visitors also rated the show positively. Mr Yu Wei Bing from the electrical department of Nickel Printing Machinery remarked: "The fair is a good learning and information exchange platform. I have found equipments such as programmable logic controllers and servos which can be added to our existing production lines to improve output."

Mr Stephen Mao, representative of Flextronics Zhuhai, one of the world's largest providers of electronics manufacturing services said: "We are in the process of developing our own in-house automation facilities so I am here looking for motion control technology and robotic arms. There are a lot of relevant products on display, and I have the details of potential suppliers to follow up with."

Mr Mohamed Shaikhon, Account Manager for Samiram from Egypt was impressed by the range of products on show. He commented: "The range of drive systems, encoders and servos being presented by Asian and European exhibitors has been most impressive. I have the details of suppliers producing equipments that meet my business needs."

## **Final Report**

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### **On-site seminars draw large crowds**

The show's fringe events provided an ideal occasion to gain more information. This year the fair featured 10 seminars which have attracted an audience of 1,100 visitors. Mr Daniel Zeng, from the sales engineering department of Shenzhen Secom Telecom found the SENSORS Measurement and Automation Seminar useful. He said: "By attending this seminar I now have a better understanding of the needs of my customers and the technologies available to improve their operations. The presentations given by the German companies were especially interesting."

Mr Deng Yi Qiang, Process and Technology Vice Manager at Eternal Electronic Material (Guangzhou) found the Energy Savings Through Ventilation Seminar helpful. He remarked: "I now know more about choosing a production model and designing a production line that will improve our factory environment. The introduction of a 3D sensor is fascinating to me."

The next edition of SPS – Industrial Automation Fair Guangzhou will take place **4 – 6 March 2013** at the China Import and Export Fair Complex, Guangzhou, China. For more information about the show, please visit [www.siaf-china.com](http://www.siaf-china.com), or email [sps@china.messefrankfurt.com](mailto:sps@china.messefrankfurt.com).

SPS – Industrial Automation Fair Guangzhou is sponsored by the China Foreign Trade Centre and Messe Frankfurt Exhibition GmbH. It is 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. The honorary sponsors are the Guangdong Automation Association and Guangzhou Automation Association.

## **Final Report**

SPS – Industrial Automation Fair Guangzhou  
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### **Background information on Messe Frankfurt**

Messe Frankfurt is Germany's leading trade fair organiser, with 457\* million euros in sales and more than 1,769\* active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 101 trade fairs, of which more than half took place outside Germany. Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Centre. The company is publicly owned, with the City of Frankfurt holding 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 numbers (2011)