

Press release

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## SIAF Guangzhou and Asiamold is ready to open this week and feature the latest smart manufacturing solutions

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**SPS – Industrial Automation Fair (SIAF) Guangzhou and the concurrent Asiamold fair will be held from 3 – 5 March 2021, Area B at the China Import and Export Fair Complex in Guangzhou. Under the umbrella of smart manufacturing, SIAF Guangzhou is the premier hub for intelligent industrial automation solutions in South China, while Asiamold covers an array of forming solutions including plastic injection, mould-making and 3D printing technologies. Together, both fairs will play host to approximately 660 exhibitors across 40,000 sqm. Furthermore, the fairs will feature over 90 seminars and forums to cover the latest industry news and market insights in the industrial automation, mould-making and 3D printing space.**

Mr Hubert Duh, Chairman of Guangzhou Guangya Messe Frankfurt Co Ltd commented on behalf of the organisers: “The on-going pandemic continues to amplify the benefits of modern automation, connectivity, digitisation and related intelligent production technologies which are proven to increase output for production line operators. What’s more, with innovation and advanced manufacturing being top national priorities highlighted in China’s latest Five-Year Plan, through SIAF Guangzhou and Asiamold, we hope to support this by converging industrial automation, mould making, 3D printing and die casting solution providers within manufacturing sectors across Asia under one roof to further expedite business connections and drive the industry forward.”

### **SIAF Guangzhou and Asiamold fair highlights at a glance**

The three-day events are dedicated to presenting innovations for the smart manufacturing industry in South China. Both fairs will demonstrate the latest technological advancements in industrial automation. Accelerated by the pandemic, smart manufacturing solutions continue to promote the long-term benefits and adoption of digital factories, digital transformation, data transactions, 3D printing technologies and mould-making technologies. Leading brands confirmed for SIAF Guangzhou and Asiamold in their respective industry sectors include:

**Industrial Robots, Machine Vision and Smart Logistics Solutions**  
Chuang Feng, CkVision, Cognex, Daheng Imaging, Finecables, IDEAL,

KITO, Microma, Murrplastik, OKI, Peitian Robotics, Shijie Intelligent, Sygole, VS, W-Robot, YASKAWA and others.

### **Electrical and Connectivity Systems**

Binder, Bonfiglioli, DECA, DEGSON, DINKLE, DONGAN, HARTING, Huoban, Leadshine, Pegatron, Qlead Tech, SAIBO, Sigmatek, SNS, SVLEC, WAIN, WORLD, YakoTec and others.

### **Sensors and Industrial Measurement Instrumentation**

Autonics, Banner, Biduk, CARLO GAVAZZI, CHANKO, Controlway, Defuro, ELCO&GSEE-TECH, HR, ifm, Kuebler, Lanbao, MEIJIDENKI, Pepperl+Fuchs, SENPUM, Yuheng and others.

### **Internet of Things, Industrial Internet and Human-Machine Interface Devices**

Cotytech, Coolmay, GOTO, ICP DAS, Kunlungk, Laogou, LR-LINK, Marvtech, Robustel, Rocksensor, Schmersal, WELLAUTO and others

### **Mould Making and 3D Printing**

Chuanygi, FinderSoft, Hostar, INTAMSYS Sino-Euro, Jingmu Mould, Jinpan, JK MOLD, Jucheng Mould, Ledlink, Moldburger, Rayshape, Seal, Shanghai Digital Manufacturing, Shengyang, ShingFung and others.

### **Casting, Die-casting and Forging Solutions**

Amazon Machinery, Hanway, Hongyu Mould, OJ Precise, Shengyan, Yitai Technology, Yuxin Metal and others.

### **Renowned industry buyers preparing to make new business connections**

Visitors will find it rewarding to discover a comprehensive display of up-to-date solutions for China's manufacturing market. Renowned brands are organising buyer delegations to find out the newest technologies on offer in SIAF. Some of the leading companies confirmed to visit this week include:

Amway, Arrow Home, Baiyun Appliances, BYD, Colgate, Delta, Essel Group, Foxconn, GAC FCA, GREE JDB, HSUFUCHI, Improve Medical, Liby, Midea, NISSAN, OPPL, Panasonic, TCL, Valeo and others.

Furthermore, a number of industry associations have gathered numerous manufacturing companies from Mainland China to source the latest industrial automation products and solutions for upgrading their production lines. Confirmed associations to the 2021 fair include:

China Light Industry Machinery Association, Dongguan Industrial Automation Industry Association, Dongguan Machinery Mould Industry Association, Dongguan Robotic Industries Association, Guangdong Manufacturers Association, Guangzhou Energy Society, HuiZhou Dawan District Enterprise Association, Shenzhen High-technology Association Shunde Electronic Information Chamber Of Commerce, Shunde

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Robotics Association, Zhongshan XiaoLan Chamber of Commerce and others.

### **Concurrent events add to experience of exhibitors and visitors**

In addition to the exhibition, interactive seminars and networking events are equally important at SIAF Guangzhou and Asiamold. In response to a series of national policies and initiatives on raising domestic production and technological innovation standards, topics including 5G, digital factories, digital transformation, data transactions, 3D printing technologies and mould-making technologies are all hot-button topics within the world of production, particularly in China, and will be covered at the fairs. Featuring over 90 seminars and forums, exhibitors and visitors will have the opportunity to discuss the latest technological advancements, technologies and products. The upcoming fairs will cast a spotlight on the following topics:

- Drive and Control 'Dialogue with Hidden Champion' Seminar Series
- 'Intelligent Manufacturing + Internet of Things' Forum
- Time-Sensitive Networking Technology and Applications (TSN/A) Conference
- OPC UA Seminar – The Key Standard to Realise the Interconnection of All Things in Industry
- Digital Factory and Manufacturing Application Seminar
- Industrial Software and Industrial Internet Innovation Forum
- Future Prospects for Measurement and Control Accelerating Digitalisation in Manufacturing - IIFES Seminar
- Smart Industry Solutions Seminar
- TnPM Summit and Equipment Intelligent Maintenance Seminar
- The 2nd Industrial Moulding Summit on Automotive Moulding Technologies
- The 2nd Industrial Moulding Summit on Smart Plastic Injection Moulding Technologies

### **Extra health care and hygiene precautions will be in place**

As trade fair organisers, Messe Frankfurt's top priority remains the health and safety of fairgoers. To ensure that visitors and exhibitors are meeting in a hygienic and safe environment, added measures will be in practice at the fair. These include: real-name authentication at registration, onsite temperature checks, frequent sterilisation of public areas and distancing measures for conference / seminar audiences, amongst others.

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, China Light Industry Machinery Association, China Chamber of International Commerce and Guangzhou Chamber of Commerce.

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Exhibitors or visitors with any queries should email [sps@china.messefrankfurt.com](mailto:sps@china.messefrankfurt.com) for SIAF or [asiamold@china.messefrankfurt.com](mailto:asiamold@china.messefrankfurt.com) for Asiamold. For more details about the fairs, please visit [www.spsinchina.com](http://www.spsinchina.com) and [www.asiamold-china.com](http://www.asiamold-china.com).

Further Messe Frankfurt fairs in the same industry cluster as SIAF include:

**SPS – Smart Production Solutions**  
23 – 25 November 2021, Nuremberg, Germany

**SPS Automation Middle East**  
28 – 29 September 2021, Dubai, the UAE

**SPS Italia**  
6 – 8 July 2021, Parma, Italy

Asiamold forms a part of a series of international events including:

**Formnext**  
16 – 19 November 2021, Frankfurt, Germany

**Formnext Forum Tokyo**  
28 – 29 September 2021, Tokyo, Japan

**Rosmould**  
15 – 17 June 2021, Moscow, Russia

**Formnext + PM South China**  
9 – 11 September 2021, Shenzhen, China

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#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500\* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250\* million in 2020 after having recorded sales of €738 million the previous year. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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)

\* preliminary figures 2020

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