

Press release

7 March 2023

# Big turnout for SIAF and Asiamold 2023

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SIAF23\_AOG23\_FR\_Eng

**SPS – Industrial Automation Fair (SIAF) Guangzhou and Asiamold concluded on 3 March with an overwhelming number of visitors attending the show. At the fair it was also announced that SIAF Guangzhou will be rebranded as SPS – Smart Production Solutions Guangzhou in the next edition, in order to recognise its growth, and allow the show to better leverage the SPS brand’s global network. The 2024 edition will run under the tagline of “Automation diversity, automation excellence”.**

Key figures from SIAF Guangzhou and Asiamold 2023:

- Visitors: 35,015, with around 55,000 visits
- Exhibitors: 450
- Scale: 20,000 sqm
- 17 fringe events with 88 presentations
- 153 buyer delegations

Mr Richard Li, Chairperson of the Board of Management, Guangzhou Guangya Messe Frankfurt Co Ltd commented: “We are very happy with the success of this year’s shows, as evidenced by the increased visitor flow and the very positive feedback we’ve received from participants. The easing of restrictions earlier in the year has meant the demand for face-to-face interaction has never been stronger. Through platforms like this, the industry can regain its momentum, leading to a promising future for smart manufacturing.”

One of the key developments at this year’s SIAF Guangzhou was the announcement that the show would be renamed SPS – Smart Production Solutions Guangzhou from its next edition onwards, in line with the SPS global family.

Mr Martin Roschkowski, President of Mesago Messe Frankfurt GmbH personally attended the fair in Guangzhou to give his support to the news: “The renaming of the Guangzhou fair represents its recognition as a fully-fledged member of the SPS brand name fairs. By leveraging the brand’s global network, we anticipate that this will help to bring even more international attention to the event in Guangzhou. We believe that this change will be beneficial for everyone involved, and it is part of our commitment to embracing the latest technological advancements.”

Both SIAF Guangzhou and Asiamold attracted a variety of exhibitors and industry buyers, and featured a comprehensive fringe programme exploring the latest market trends and technological advancements.

### **Exhibitor comments**

#### **Mr Parker Wang, China Sales Leader, Datasensing S.r.l**

“SIAF Guangzhou is a top tier exhibition in South China with a heavy focus on automation and smart manufacturing, and we are joining the show to promote our brand awareness in the country, especially in the South China market. Throughout the show, the hall always maintained a large crowd. There were lots of enquiries at our booth, many of whom we believe have big potential. I was also happy to learn about the upgrade of the fair to SPS – Smart Production Solutions Guangzhou for the next edition. SIAF Guangzhou has always been connecting industry players within the nation. With this coming upgrade, I hope to see its level of internationalism further elevated, which will help connect us with overseas players. I am very much looking forward to coming back to the next edition.”

#### **Mr Song Ling, Marketing Manager, Baumer (China) Co Ltd**

“We have been exhibiting at SIAF since 2015, and the number of visitors this year exceeded my expectations. Only on the first two days of the fair, we have already recorded approximately three thousand visits at our booth. In fact, the Chinese market highly values face-to-face interaction, and so we were able to meet many new and existing customers at our booth looking for products and expressing their purchasing needs. SIAF is one of the most important communication platforms in the country, and therefore we look forward to the upgraded SPS – Smart Production Solutions Guangzhou continuing to lead the Chinese manufacturing industry towards increased automation.”

#### **Ms Corin Ke, Senior Marketing Manager of Greater China, Formlabs**

“We brought two new products to this year’s Asiamold: a 24/7 automated printing system FormAuto and industrial desktop SLS Fuse1+30w for small batch manufacturing. Both products have received very positive feedback from visitors, and our booth was often fully surrounded. After the lifting of Covid-19 measures, the industry urgently needs a platform for face-to-face interaction and showcasing products. For us, Asiamold is also an excellent opportunity to gather first hand our customers’ needs, navigate the market, and to find new ways to improve our business. The show is very professionally organised, especially in terms of buyer delegations, which gives us great opportunities to get in touch with new customers.”

### **Buyer comments**

#### **Mr Amir Katrangi, CEO, EKT Katrang (Lebanon)**

“I visited SIAF Guangzhou many times in the past, as I can always meet new suppliers of the latest technologies for industrial automation. And so, I am happy to return to the show this year to see the latest products and innovations on offer in China. After walking around the hall, I found that the products on display were of very high quality, reflecting the

continuous enhancement of the Chinese manufacturing process. I hope to come back here again for next year's show."

**Mr Roger Huang, Director, Jye Shing Industrial Co Ltd**

"We are a shoe molding manufacturer, and we are here to source for automation solutions and 3D printing technologies. Asiamold is an influential exhibition, and it is also a valuable platform for shoe mold companies to learn about cutting-edge technologies and exchange ideas with other industry players. The show has covered the entire spectrum of the moulding sector, from upstream to downstream. This year, I also attended one of the concurrent forums, where I found the contents to be very comprehensive, and the ideas shared were relevant to my business. It covered molds, materials, equipment, software, machines and other aspects required for manufacturing."

**Speaker comments**

**Dr Zhang Weimin, Director, Institute of Advanced Manufacturing Technology, School of Mechanical Engineering, Tongji University**

"SIAF is a well-known platform for exchanging information in the industrial automation sector. This was the first time I delivered a presentation at SIAF, with an aim to share our research. I also attended the show to further understand the current market needs, for example, the promotion of "Dual Carbon" goals in China has offered a lot of opportunities to the manufacturing industry. In the future, product design and the manufacturing process will lean more towards green technology and the circular economy, for which automation will offer a lot of help to make better use of energy resources. Seeing is believing, I have noticed that SIAF has attracted many local companies to showcase leading automation solutions, to fulfil the needs of the manufacturing industry."

SPS – Industrial Automation Fair Guangzhou is jointly organised by Guangzhou Guangya Messe Frankfurt Co Ltd, China Foreign Trade Guangzhou Exhibition Co Ltd, 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. The fair is also supported by the China Light Industry Machinery Association, China Chamber of International Commerce Guangzhou Chamber of Commerce and the Beijing Internet of Things Intelligent Technology Application Association.

The 2024 edition of SPS – Smart Production Solutions Guangzhou and Asiamold – Guangzhou International Mould & Die Exhibition will take place in 4 – 6 March 2024. For any queries, please email [sps@china.messefrankfurt.com](mailto:sps@china.messefrankfurt.com) for SPS Guangzhou 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).

SPS – Industrial Automation Fair Guangzhou  
Asiamold  
Guangzhou  
1 – 3 March 2023

**Notes to editors**

A selection of images from SIAF Guangzhou are available here:

<https://spsinchina.cn.messefrankfurt.com/guangzhou/en/press/photos.html>

A selection of images from Asiamold are available here:

<https://asiamold-china.cn.messefrankfurt.com/guangzhou/en/press/photos.html>

Further Messe Frankfurt fairs in the same industry cluster as SPS – Smart Production Solutions Guangzhou include:

- **SPS Italia – Smart Production Solutions**  
23 – 25 May 2023, Parma, Italy
- **SPS – Smart Production Solutions**  
14 – 16 November 2023, Nuremberg, Germany
- **SPS Automation Middle East – SPS**  
2023, Dubai, the UAE

Asiamold is organised by Guangzhou Guangya Messe Frankfurt Co Ltd and forms a part of a series of international events including:

- **Formnext + PM South China**  
29 – 31 August 2023, Shenzhen, China
- **Formnext Forum Tokyo**  
28 – 29 September 2023, Tokyo, Japan
- **Formnext**  
7 – 10 November 2023, Frankfurt, Germany

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

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: [www.messefrankfurt.com/sustainability](http://www.messefrankfurt.com/sustainability). With its headquarters 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 for 2022

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