

Press release

March 2021

## SIAF Guangzhou and Asiamold conclude successfully with a substantial increase in visitors

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**SPS – Industrial Automation Fair (SIAF) Guangzhou and Asiamold, the first China fairs to be hosted by Messe Frankfurt in 2021, concluded on 5 March after three days, welcoming some of the most renowned smart manufacturing brands to Guangzhou. The two shows took place at the China Import and Export Fair Complex in Guangzhou, with the visit number increasing an impressive 27% to 63,968.**

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. Completing their 2021 editions on 5 March, the two three-day fairs attracted 608 exhibitors who showcased their latest innovations and smart manufacturing solutions across 40,000 sqm of exhibition space, and 63,968 visits – a 27% increase from last year. These indicators have again proven the fairs are indispensable avenues for key industry players to network and take advantage of numerous business opportunities.

SIAF Guangzhou and Asiamold continue to receive strong industry recognition by providing a comprehensive selection of innovative forming and smart manufacturing solutions. Exhibitors from both fairs were highly satisfied with the excellent quality of buyers and networking opportunities on offer while noting the fairs were ideal platforms to grow their businesses. Many of them also used their visit to SIAF Guangzhou and Asiamold to learn more about the current market conditions and forward-looking trends and technologies in smart manufacturing through the exhibition and concurrent programme.

Furthermore, many visitors shared equal praise to the concurrent fairs for offering opportunities to source from a wide range of quality suppliers. SIAF Guangzhou and Asiamold once again featured an array of thematic areas for industrial robots, machine vision and smart logistics solutions, electrical and connectivity systems, sensors and industrial measurement instrumentation, internet of things, industrial internet and human-machine interface devices, mould making and 3D printing, and casting, die-casting and forging solutions which expedited fairgoer's sourcing needs.

Besides the exhibitions, SIAF Guangzhou and Asiamold also compiled high-calibre concurrent programmes for exchanging market intelligence and future industry developments, led by industry experts representing renowned firms in China. The concurrent programme topics zoomed in on new ideas, trends and future developments in the market which coincided with a number of the latest national policies and initiatives on raising domestic production and technological innovation standards, including 5G, digital factories, digital transformation, data transactions, 3D printing technologies and mould-making technology topics.

### **SIAF Guangzhou and Asiamold earn industry support with positive feedback from fairgoers**

After a challenging year for the industry in 2020, the organisers worked hard to provide players in the sector with valuable opportunities to pursue their business objectives, with the majority of participants reporting favourably on their participation.

#### **Exhibitor comments**

“This is our 12th year participating at SIAF Guangzhou as this is an exceptional trading platform for smart manufacturing solutions which resonates with our products and promotional goals. The quality and quantity of professional buyers to the fair is very high and a majority come to the exhibition with specific questions and needs, and are looking to upgrade their existing production line or to understand the latest smart manufacturing technologies. Furthermore, the fair benefits us as exhibitors as we were also able to find accessories and parts suppliers who we can partner with in the future. Overall we are very pleased with the visitor flow this year; it has exceeded our expectations and we are delighted to see a comprehensive mix of brands and products on display.”

***Mr Chao Guo, R&D Engineer, R&D Section, Technology Center, Yaskawa Shougang Robot Co Ltd (China)***

“Harting is a loyal exhibitor at SIAF Guangzhou and the main reason for our continued participation is due to its unrivalled position for sourcing smart manufacturing solutions within South China. The fair attracts purpose-filled buyers who come prepared with in-depth questions to learn how newly developed technologies can benefit their manufacturing needs. This year, we saw an increase in visitor flow which led to more business enquires and new connections. The government’s latest Five-Year Plan will without a doubt help accelerate the smart manufacturing business in China as well as create more opportunities for solution providers like ourselves. We will continue to return again to present our latest innovative products.”

***Mr Roger Zhang, Business Manager South China, HARTING (Zhuhai) Sales Co Ltd (China)***

“SIAF Guangzhou is a very important industry event for our company. It is an invaluable tool to discover new business opportunities, grow our client base and most importantly allow us to understand and interact with

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the market directly. Through our repeated participation, we hope to spark business partnerships with not only end-users but also other exhibitors in developing new products to meet the increasing manufacturing demands led by the current digital manufacturing era. SIAF Guangzhou is constantly improving and compared to the previous edition, there was a big improvement on visitor flow which helped grow our business leads, especially from the medical and pharmaceutical industries due to the on-going pandemic.”

**Mr Tim ZHOU, M&M Key Account Manager, Bonfiglioli Drivers (Shanghai) Co Ltd (China)**

“Moulding technology is the foundation of the manufacturing industry and backed by latest Five-Year Plan, which highlights innovation and advanced manufacturing as top national priorities, we really look forward to expanding our business in and outside of China. Asiamold is one the leading trading platforms for forming technologies and we are delighted with the exceptionally high visitor number. Not only did the fair help gather the right target industries and audience for our products, but it also serves as a valuable promotional tool for us. We are extremely pleased with the 2021 fair and are delighted to report the event has successfully met our exhibiting expectations. I really look forward to the 2022 edition.”

**Mr Andy Hu, Vice General Manager, Moldburger Mold Industry (Dongguan) Co Ltd (China)**

#### **Buyer comments**

Our company manufactures mould-making equipment and this is my first visit to Asiamold. Not only is the fair in-line with the nature of our business but it also offers a great networking experience with some of the leading moulding manufacturers gathered here. Asiamold is an opportunity I cannot miss. Over the years, mould-making has become more and more automated and I’m very pleased to see the fair being paired with the concurrent smart manufacturing fair, which provides great synergy between the two industries. Furthermore, the visitor flow to the fair was great. Last year, due to the epidemic, many industry players did not have the opportunity to communicate face-to-face, so it is great to be able to meet and see the innovative products in person.”

**Mr Weimin Zhang, Project Manager, GF Machining Solutions Ltd (China)**

“This is my second time visiting both SIAF Guangzhou and Asiamold along with a group of engineering colleagues from Dongfeng Motor. We returned to the fair to learn and understand the latest manufacturing solutions and hopefully apply them on our car manufacturing lines. I am more interested in the smart manufacturing solutions not only because they are relevant to my line of work but are also an important industry trend. Overall I am very pleased with our visit, both the exhibitions were crowded and the participation level has gone back to the post-pandemic days. Furthermore, many exhibitors have regained confidence and have returned to the two trading events which is great to see. We will most definitely return again next year.”

**Mr Pingzhen Xu, Simultaneous Engineering Section, New Model**

**Preparation Engineering Department, Dongfeng Motor Co Ltd  
(China)**

**Extra health care and hygiene precautions were in place**

As trade fair organisers, Messe Frankfurt's top priority remains the health and safety of fairgoers. To ensure that visitors and exhibitors meet in a hygienic and safe environment, added measures were practiced at the fairs. These included: 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 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, China Light Industry Machinery Association, China Chamber of International Commerce and Guangzhou Chamber of Commerce.

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