

Press release

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## SIAF Guangzhou and Asiamold concluded on 13 August, welcoming 655 exhibitors

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SIAF\_AOG20\_final report\_PR

**Held at the China Import and Export Fair Complex in Guangzhou, SPS – Industrial Automation Fair Guangzhou (SIAF) and the concurrent Asiamold – Guangzhou International Mould & Die Exhibition welcomed 655 exhibitors occupying 40,000 sqm of exhibition space and attracted 50,369 visits. Covering a variety of intelligent industrial automation solutions, mould-making, 3D printing, metalworking, foundry, die-casting, laser and bearing technologies, both fairs presented a one-stop sourcing platform for manufacturing industry players looking to recover and reconnect, following the suspension of numerous global businesses and production lines.**

SIAF Guangzhou and Asiamold are the first Guangzhou fairs to be hosted by Messe Frankfurt since the beginning of the year. Both under the smart manufacturing cluster, the fairs served as an important tool for the resumption of business-to-business and in-person interactive events in China. The events were welcomed by the industry who depend on the platform for business exchange, market information and most importantly new found business opportunities brought forth by manufacturers who wishes to upgrade their supply chain with the latest and most innovative automated technologies.

“As large scale events are gradually resuming in China, we are excited to be back to facilitating business interactions for the manufacturing industry, particularly within the South China region. The shows marked the first Guangzhou events to be held by Messe Frankfurt since January, when trade fairs were forced to be postponed due to the global pandemic. We are pleased that SIAF Guangzhou and Asiamold were able to go ahead as planned, offering a trusted one-stop platform for manufacturing industries and helping them resume their normal operations,” said Mr Hubert Duh, Chairman of Guangzhou Guangya Messe Frankfurt Co Ltd after the conclusion of the fairs.

Mr Duh added: “The overall positive response from participants has shown that the manufacturing industry is slowly recovering from the economic impact in the first two quarters of this year. Protective gear and other health equipment continue to be in high demand, and Asiamold’s new Mould and 3D Printing Epidemic Prevention Technology Display

Zone, among various other thematic zones, proved to be popular. To further support the Chinese government's new infrastructure and manufacturing development initiatives, this new zone along with other smart manufacturing solutions on display have reconfirmed strong business potential for exhibitors at the fairs."

"With SIAF Guangzhou and Asiamold 2020 successfully concluded, we look forward to preparing the 2021 editions on 3 – 5 March to further reactivate and reconnect international exhibitors and visitors once air travel becomes more accessible so they are able to participate," Mr Duh concluded.

### **Exhibitor's experiences**

"We've exhibited at SIAF Guangzhou for over 10 years because it is one of the most influential and dependable platforms for promoting our firm within the South China region. This year, we particularly appreciate the opportunity to reconnect with key industry players, new and existing clients. Though SIAF Guangzhou was delayed, we are delighted to be here and have been in-touch with a number of clients representing the electrical, logistics, packaging and other engineering industries. Overall, we are very pleased with the fair and will continue to develop innovative automation solutions and support China's manufacturing goals."

**Mr Xiao Dong, Regional Sales Manager, Shanghai  
PEPPERL+FUCHS Automation Trading Co Ltd (Guangzhou office)**

"We were uncertain whether many visitors would come to the fair because of the pandemic, but to my surprise, SIAF Guangzhou has attracted more buyers than we expected and nearly all the visitors who came to our booth are target clients. Though the manufacturing industry has slowed down this year, the current situation has created ample opportunities for businesses including medical, logistics and automation service providers like ourselves."

**Mr Samuel Zhang, M&M Sales Manager, Bonfiglioli (Shanghai)  
Co Ltd**

"At the fair we have launched our O3D three dimensional inspection system which has interested many buyers. With the impact of the global pandemic, smart sensors will be the future for the industrial sensors sector. Many buyers have requested smart control systems and sensors that have predictive maintenance functions and can trouble-shoot or identify issues instantly. This is a good indication that users are looking into smart intelligent solutions to upgrade their supply chain. We are very pleased with the visitor flow and have acquired lots of promising enquires."

**Ms Coco Li, Marketing Department, ifm electronic (Shanghai)  
Co Ltd**

"We jumped at the opportunity to participate at Asiamold to reconnect with existing clients and showcase our latest moulding components and solutions. The fair not only presents the opportunity to get in contact with potential buyers, but more importantly it boosts support for the manufacturing industry. The visitor flow was not affected by the current

healthcare crisis and was better than we expected. We connected with a number of serious overseas clients who have high chances of placing orders in the near future.”

**Mr Zheng Peng, Company Representative, Dongguan Jinpan Mould Parts Co Ltd**

“Asiamold not only helps gather the right target industries and audience for our products, it also serves as a valuable promotional tool for us. On the first day of the fair, we met with many target clients including automotive, household appliance, and electronics and medical equipment businesses. Even though we only got in touch with local clients this year, the business connections we’ve made are really impressive.”

**Mr Donald Li, Director, Tool Steel, Saarschmiede (in partnership with Dongguan Chuangyi Metal Product Co Ltd)**

### **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 meet in a hygienic and safe environment, added measures were practiced at the fair. 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 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 and China Light Industry Machinery Association.

The next edition of SPS – Industrial Automation Fair Guangzhou and Asiamold – Guangzhou International Mould & Die Exhibition will take place from 3 – 5 March. 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).

### **Notes to editors**

A selection of pictures from SIAF Guangzhou is available here: <https://spsinchina.cn.messefrankfurt.com/guangzhou/en/press/photos.html>

A selection of pictures from Asiamold is available here: <https://asiamold-china.cn.messefrankfurt.com/guangzhou/en/press/photos.html>

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

SPS – Industrial Automation Fair Guangzhou  
Asiamold  
Guangzhou  
11 – 13 August 2020

**SPS – Smart Production Solutions**

24 – 26 November 2020, Nuremberg, Germany

**SPS Automation Middle East virtual event**

18 – 19 November 2020, Dubai, the UAE

**SPS Italia Digital Days**

28 – 30 September 2020, Parma, Italy

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

**Formnext**

10 – 13 November 2020, Frankfurt, Germany

**Formnext Forum Tokyo**

24 – 25 September 2020, Tokyo, China

**Rosmould**

15 – 17 June 2021, Moscow, Russia

**Formnext + PM South China**

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. With around 2,600 employees at 29 locations, the company generates annual sales of around €736 million. 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. 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)