

Press release

11 August 2020

## SIAF Guangzhou and Asiamold successfully open on 11 August with over 650 exhibitors

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SIAF\_AOG20\_Day 1\_PR

**Postponed from their original date in February due to the COVID-19 outbreak, SPS – Industrial Automation Fair Guangzhou (SIAF) and the concurrent Asiamold fair successfully open today at the China Import and Export Fair Complex in Guangzhou. Powered by the world-renowned SPS Smart Production Solutions in Nuremburg, SIAF Guangzhou is the premier hub for intelligent industrial automation solutions in South China, while Asiamold covers the latest mould-making, 3D printing, metalworking, foundry, die-casting, laser and bearing technologies. Over 650 exhibitors will utilise 40,000 sqm across five halls to showcase their latest manufacturing solutions and innovations.**

Mr Hubert Duh, Chairman of Guangzhou Guangya Messe Frankfurt Co Ltd, commented: “The manufacturing industry is one of the most important industries in China and we are very excited to open SIAF Guangzhou and Asiamold, our first two fairs in Guangzhou since January 2020 and be able to support the industry by providing a key trading platform for manufacturing businesses in the South China region. Catering to the increasing demand for protective gear and health equipment, Asiamold’s new Mould and 3D Printing Epidemic Prevention Technology Display Zone located in Hall 1.2 will present the manufacturing processes of various products. With this zone and other smart manufacturing solutions on display, we hope to help industries resume normal operations as soon as possible.”

Mr Martin Roschkowski, President of Mesago Messe Frankfurt GmbH, co-organisers of the fairs added: “Various industries continue to be challenged by the COVID-19 virus outbreak which temporarily suspended numerous global businesses and production lines. The ongoing pandemic has had a huge economic impact globally, but also presents new opportunities for the manufacturing industry, introducing an urgency for manufacturers to upgrade and incorporate automated technologies, particularly in China as being the world’s factory. In light of the current healthcare emergency, through the collective efforts of SIAF Guangzhou and Asiamold, the group’s first trade fairs to open in Guangzhou, China this year under the smart manufacturing cluster, we hope to help the industry recover and support the growing manufacturing industries across Asia.”

## **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 and China Light Industry Machinery Association.

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**

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

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

– end –

**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)