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| SPS IPC Drives 2018smart and digital automation29th international exhibitionNuremberg, Germany, 27-29 November 2018 | Vineeta ManglaniTel. +49 711 61946-297vineeta.manglani@mesago.com[sps-exhibition.com](https://www.mesago.de/en/SPS/For_journalists/Welcome/index.htm) |
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**SPS IPC Drives 2017 mirrors the boom in the automation sector**

The success story of SPS IPC Drives is set to continue when the event is held for the 28th time later this year. The leading trade show for smart and digital automation reflects the entire spectrum of industrial automation, making it a firm favorite with both visitors and exhibitors – a fact confirmed by a detailed analysis of the last event.

**Foundation for a successful business year**

In a distinctly business-like atmosphere, 1,675 exhibitors presented their products, solutions and innovations to highly qualified industry specialists, thereby paving the way for a successful business year. As Renate Pilz, the former chairperson of the management board at Pilz GmbH & Co. KG, confirmed: “As far as I’m concerned, SPS IPC Drives is the quintessential technology trade show; a trade show where innovations take center stage and where professional discussions between experts and customers play a very special role. Technology is discussed in depth and valuable insights are gained.”

Visitor and exhibitor numbers show that there is international interest in the topic of automation: In addition to Germany, exhibitors from another 43 countries were represented at SPS IPC Drives 2017. The top 5 foreign nations exhibiting at the trade show are Italy, China, Switzerland, Austria and the USA. In all, the trade show was attended by 70,264 visitors from 83 different countries. The share of foreign visitors rose to 27 percent.

**Satisfied professional visitors**

Professional visitors received a unique overview of current market trends in smart and digital automation. The main aim among the visitors was to obtain information on offerings, new products and trends, and answers to their questions on automation. 98 percent of attendees said they would recommend SPS IPC Drives to colleagues and customers, and 94 percent will most probably attend the trade show in 2018.

Besides giving detailed information on the structure of both exhibitors and attendees, the attached analysis of SPS IPC Drives 2017 also reports exhibitors’ and attendees’ impressions of the event.

The next SPS IPC Drives takes place 27 – 29 November 2018 at the Nuremberg Exhibition Center. For more information, please visit

[sps-exhibition.com](https://www.mesago.de/en/SPS/home.htm)

**About Mesago**

Mesago, founded in 1982 and located in Stuttgart, specializes in exhibitions and conferences on various topics of technology. The company belongs to the Messe Frankfurt Group. Mesago operates internationally and is not tied to a specific venue. With 130 members of staff Mesago organizes events for the benefit of more than 3,300 exhibitors and over 110,000 trade visitors, conference delegates and speakers from all over the world. Numerous trade associations, publishing houses, scientific institutes and universities work with Mesago closely as advisers, co-organizers and partners. [(mesago.com)](http://www.mesago.com/)

**About Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500\* employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. 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). \* Preliminary figures for 2017

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