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| News +++ SPS Nuremberg, 12–14 November 2024 |
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## SPS 2024 shows its credentials as a platform for innovation

Stuttgart, 14 November 2024. The SPS – Smart Production Solutions 2024 has now closed its doors. The 33rd edition of the exhibition for smart and digital automation again impressed all attendees with the latest automation products and services for industrial production. From informative talks with exhibitors, panel discussions, product presentations to special showcases, visitors from all over the world seized the opportunity to explore the latest industry trends and set a course for the 2025 financial year.

Across 16 exhibition halls covering a total area of 125,000 sqm, visitors to the SPS 2024 were introduced to an exciting range of innovative products. With 1,114 exhibitors and around 51,300 visitors, this year’s exhibition was again a complete success. “Certainly, in view of the current challenging economic situation in the industry, this increase in visitor numbers compared to the previous year is a strong and important signal for the automation sector,” sums up Martin Roschkowski, President Mesago Messe Frankfurt GmbH.

Indeed, the exhibition floor was buzzing with attendees’ in-depth discussions of new products, market launches and glimpses into the future of industry automation and digitalization:  
  
Steffen Winkler, CSO of the Automation Business Unit at Bosch Rexroth AG and Chairman of the SPS Exhibitor Advisory Board commented: “The SPS is the flagship event for the automation industry. Visitors are brought face-to-face with the latest technologies and industry experts, allowing them to establish valuable contacts and build on existing relationships. Even in difficult economic times, the SPS remains an important platform for innovation and discussion. Together, we are shaping the future.”

Throughout the three days of the event, visitors also enjoyed a series of expert presentations on topics such as AI in automation or digital transformation. “For us, the stand-out trend at the SPS was artificial intelligence. We are confident that this technology will significantly boost productivity in the coming years and even decades,” commented Dr. Axel Zein, Managing Director, WSCAD GmbH. The four forums provided an opportunity for participants to immerse themselves in the subject matter and interact directly with the experts. Following the event, selected expert presentations and panel discussions are still available on demand on the “SPS on air” online platform.

### Shared booths pulled in the crowds

The long-established shared booth “Automation meets IT” in Hall 6 again proved popular with the visitors. At the booth, 17 exhibitors provided insights into IT management solutions and security measures for manufacturing, cloud and edge-based solutions as well as IoT and AI-based solutions. In Hall 8, the “young INNOVATORS” shared booth and Start-up Area offered new and unique insights into the latest products, processes and services in smart and digital automation. In the immediately adjacent forum, attendees also had an opportunity to hear pitches from newcomers.

### A boost for young talent

Both the Makeathon, which spanned all days of the exhibition, and the Young Talents Day, which took place on the final day, proved extremely popular. “There was high exhibitor interest and places were filled very quickly. In times of shortages of skilled workers and young talent, it confirms to us that we are taking the right approach,” sums up Sylke Schulz-Metzner, Vice President of the SPS. At the Makeathon, engineering students were able to apply what they had learned, demonstrate their creativity and tinker with real projects. The guided tours which took place on the last day of the fair took the young talents to six exhibitors each, giving them valuable insights into the latest trends and technologies directly from the experts plus an opportunity to connect with industry professionals. In addition, two job boards in Halls 8 and 10, offering access to the SPS CareerDrive online career platform, highlighted current job vacancies in automation, not only for young talents but for any interested parties.

### Outlook

A detailed exhibition analysis including further results from SPS 2024 will be available in early 2025. Next year’s exhibition will be held in Nuremberg on 25-27 November 2025, thus returning to the final week in November as in previous years.

Throughout the year, the SPS continues to promote dialog with the automation community, encourage networking, and provide information about the latest trends through varied offerings. The SPS Automation Hub brings together technology enthusiasts to drive the future forward together with smart, digital solutions. Focusing on automation and its fields of application, the SPS offers digital events such as the monthly Technology Talks and the SPS Insights with the latest industry news. On 22 May 2025, the Industrial Technology Summit will premiere in Stuttgart to offer industry experts and decision-makers a further platform to dialog on technological advances and their practical applications in automation in person. In addition to discussion topics, the summit will concentrate on facilitating networking among attendees and coming together to develop new ideas and projects. For more information about the SPS, SPS Automation Hub and the various formats offered throughout the year, please visit [sps-exhibition.com](https://sps.mesago.com/nuernberg/en.html).

### Additional statements on the SPS 2024

Gunther Koschnick, Director Industry Managing Director Automation Division, ZVEI e.V.:

“This trade fair is unique, and for good reason. Whether you are a design engineer, mechanical engineer, plant operator or production manager, this is the place to be to receive comprehensive information. At no other trade fair will you find such focus on automation topics.”

Andreas Baumüller, Managing Director, Baumüller Group:

“As the name implies, the SPS – Smart Production Solutions is a place that fosters discussion about products, solutions and applications, which drives the development of pioneering solutions. As a leading trade fair, it also offers companies the opportunity to position themselves globally.”

Stefan Hoppe, President and Executive Director, OPC Foundation:

“The SPS attracts experts who listen to one another. It is a hub for technical professionals and developers. At no other exhibition can I meet so many technical decision-makers from other companies. That’s what makes the SPS truly unique.”

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SPS

Smart Production Solutions – 34th international trade fair for industrial automation

The SPS will run from 25 – 27 November 2025.

#### Press information and photo material:

[[Press - SPS](https://sps.mesago.com/nuernberg/en/press.html)](https://sps.mesago.com/nuernberg/de/presse.html)

#### Website links:

[[SPS – Smart Production Solutions](https://smt.mesago.com/events/en.html)](https://sps.mesago.com/nuernberg/de.html)   
<https://x.com/spsmesse>  
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<https://www.instagram.com/spsmesse/>

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#### Background information on Mesago Messe Frankfurt GmbH

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 around 160 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](https://corporate.mesago.com/events/en.html))

#### Background information on Messe Frankfurt

[www.messefrankfurt.com/background-information](https://www.messefrankfurt.com/frankfurt/en/press/boilerplate.html)

#### Sustainability at Messe Frankfurt

[www.messefrankfurt.com/sustainability-information](https://www.messefrankfurt.com/frankfurt/en/press/boilerplate.html#sustainability)