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| news +++ SPS Nuremberg, 12 – 14 November 2024 |
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## From start-ups to key players: joining forces for innovation at the SPS 2024

Stuttgart, 3 September 2024. This year’s SPS – Smart Production Solutions, the end-of-year highlight of the automation industry calendar, will take place in Nuremberg from 12 – 14 November 2024. For more than three decades, this platform for international success has been frequented by exhibitors and potential customers from all around the world. And there is every reason to expect a repeat performance this year.

As a pacesetter for the automation industry, the SPS provides three days of information on the latest products, solutions, and innovations and allows visitors to immerse themselves in the fast-moving world of automation. Around 1,200 companies in the industry will be represented in a total of 16 exhibition halls covering an area of 125,000 square meters. International key players in automation such as Bosch Rexroth AG, Siemens AG, Rockwell Automation GmbH, Mitsubishi Electric Europe B.V., YASKAWA Europe, Advantech Europe B.V., ABB AG, igus GmbH, STMicroelectronics International NV, Contrinex Sensor GmbH, Exor International S.p.A., and Microchip Technology Ireland Limited will be returning this year. However, the trade show also attracts many newcomers who are exhibiting at the SPS for the first time.

And this year, too, the SPS is a not-to-be-missed event for many exhibitors. Steffen Winkler, CSO of the Automation Business Unit at Bosch Rexroth AG and Chairman of the SPS Exhibitors’ Advisory Board, explains why his company will be exhibiting again this year:

“The SPS 2023 was a resounding success for Bosch Rexroth, with an impressive increase in visitors of over 40%. For us and for our ctrlX OS ecosystem partners, the SPS is the most important trade show in the world. In 2024, we will be back with a wide range of innovations relating to ctrlX AUTOMATION, ctrlX OS, and ctrlX World. We are looking forward to presenting the latest innovations and developments from our platform and shaping the future of automation technology together with our partners.”

“As the world’s largest company dedicated to industrial automation and digital transformation, the SPS trade fair is an important event for Rockwell Automation so we can connect with attendees and showcase our innovative hardware, software and services – optimizing production, accelerating growth through transformation, building resiliency, empowering people and driving sustainability. Visitors at our booth in Hall 3C can see how our solutions are helping our customers create the future of industrial operations”, explains Uwe Keiter, Managing Director and Director Sales OEM Germany at Rockwell Automation GmbH.

### The SPS – the must-attend event of the industry

According to the figures for last year’s event, 13,851 (or 28%) of the 50,081 visitors traveled from outside of Germany.

Due to the wide range of offerings from automation suppliers and its highly specialist nature, the SPS is widely referred to as a must-attend event:

For Lucas Moreno, CTO at Tecnopower TML SL in Spain, the SPS is a highlight event, which he describes as “one of the most important industry automation exhibitions in Germany.”

Robert Brunson, Vice President of Sales and Marketing at Wallace Electronic Sales in the USA, also had an extremely positive experience as a visitor to the SPS last year: “A great event. As an American it is valuable to see what the European control and automation industry is doing. This is very valuable to my firm and our clients.”

Initial impressions of the SPS 2023 from India were also positive: “Very impressed with my first visit to SPS! Gained a lot of insight into Industry Trends, connected with Partners and Customers. Will definitely come back,” said Pratheesh Gangadhar, Engineering Manager at Texas Instruments India Pvt Ltd.

### Product presentations and live demonstrations

At a total of four exhibition forums in Halls 1, 3, 6, and 8, visitors from all over the world can learn about the latest trends and products, listen to expert presentations and panel discussions, and enjoy live demonstrations. The program of the Technology Stage, the forum in Hall 3, which is presented by the German Machinery and Equipment Manufacturers Association (VDMA) and the German Electro and Digital Industry Association (ZVEI), will also be broadcast live via the complementary digital platform “SPS on air” and is available in German and English. The main topics for 2024 are:

* Digital transformation
* Industrial communications
* Safety and security
* Data spaces
* Data driven and intelligent concepts for control and visualization
* Sensor innovations
* Drives
* Sustainability
* AI in automation

### Joint stands as additional crowd-pullers

With around 20 exhibitors, the long-established “Automation meets IT” joint stand in Hall 6 will offer visitors comprehensive insights into this subject as well as the opportunity to receive individual advice from suppliers.

The joint stand will focus on the following specialist areas:

* IT management for manufacturing
* Cloud and edge-based solutions and services
* Security measures for manufacturing
* IoT and AI-based solutions
* Open source

Interested visitors can learn about new and improved products, processes, and services from young innovative German companies at the “young INNOVATORS” stand in Hall 8, which is funded by the Federal Ministry for Economic Affairs and Climate Action. An additional “Start-up Area” will also be located in this hall, where visitors can discover even more innovations from international newcomers to the automation industry.

### Further information

The SPS will take place for the 33rd time this year. You can find more details about the wide-ranging exhibition program and ticket handling as well as tips to help you prepare for the event on the [SPS website](https://sps.mesago.com/nuernberg/en/expo/for_visitors.html).

### SPS – more than just a trade show

The SPS – Smart Production Solutions also provides regular updates and professional networking within the SPS community in suitable supplementary formats throughout the year. The “[SPS Insights](https://sps.mesago.com/nuernberg/en/sps_insights.html)” area of the website and the industry-relevant “[Industry News](https://sps.mesago.com/nuernberg/en/sps_insights/industry_news.html)” also provide fascinating insights into the latest topics and trends. This efficient exchange of information is essential for the further development of technologies. In addition, job seekers and companies can access the “[SPS CareerDrive](https://sps.mesago.com/nuernberg/en/jobs_in_automation.html)” portal to explore new career paths or to strategically position themselves in the automation industry.

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SPS

Smart Production Solutions – 33rd international trade fair for industrial automation

The SPS will be held from 12 – 14 November 2024.

#### Press information and photographic material:

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

#### Links to websites:

[SPS - smart production solutions](https://sps.mesago.com/nuernberg/en.html)   
<https://x.com/spsmesse>  
<https://www.facebook.com/spsmesse><https://www.linkedin.com/showcase/sps-smart-production-solutions/>   
<https://www.instagram.com/spsmesse/>

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| Your contact:  Luise Werner Phone: +49 711 61946-406 Luise.Werner@mesago.com  Mesago Messe Frankfurt GmbH Rotebuehlstraße 83 -85 70178 Stuttgart Germany [www.mesago.com](https://corporate.mesago.com/events/en.html) |

#### 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](http://www.messefrankfurt.com/background-information)

#### Sustainability at Messe Frankfurt

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