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| news +++ SPS Nuremberg, 25 – 27 November 2025 |
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## SPS Expo International: Global proximity to industry strengthens market position and relevance

Stuttgart, 2 July 2025. The international presence of the SPS – Smart Production Solutions is growing steadily, providing a stage for cutting-edge automation technologies where they are needed most: in the world’s most dynamic markets. Whether in Europe, Asia, or North America, the SPS’s global events create platforms for innovation, exchange, and partnership. Each event is tailored to the needs of regional industries while offering access to an international network of technology providers, users, and thought leaders. This is what makes the SPS a global catalyst for the future of industry, close to the markets and close to the people.

For many years now, leading minds, innovative thinkers, and hands-on designers from all over the world have been able to meet at the SPS Expos to actively shape the future of industrial automation. In addition to the well-known and well-established SPS in Nuremberg, which has been running for over 30 years, Expos and Stages are held at various times throughout the year in China, Italy, the USA, Thailand and Malaysia, offering participants fresh inspiration and exciting contacts.

### SPS – Smart Production Solutions Guangzhou

The first sister event of the SPS has been held annually since 2009. With more than 39,000 professional visitors and 555 exhibitors, the SPS – Smart Production Solutions Guangzhou continued its success of previous years in February 2025 and was a big hit with participants.

“The exhibition layout was innovative and the audience, composed of industry professionals, brought valuable business opportunities to exhibitors. This platform will remain an important force in driving progress within the smart manufacturing sector,” is how Andy Du, Supervisor of Marketing & Training, Marketing & Product Management at Turck (Tianjin) Sensor Co Ltd, sums up his participation as an exhibitor.

Visitor Dongming Li, Digital Department Product Manager at Guangzhou Risong Hokuto Automotive Equipment Co Ltd, emphasizes the strategic importance of the exhibition for the industry: “The exhibition maintains close alignment with industry development trends, with this year’s showcase of innovative technologies like humanoid robots being particularly remarkable. The international pavilion brings together leading manufacturers from Italy, Germany, and other countries, offering attendees a global perspective on technological developments. Compared with other exhibitions in South China, the SPS Guangzhou distinguishes itself through its larger scale and higher degree of international participation.”

### SPS Italia

Since its debut in 2011, the SPS Italia has been a key event for Italian OEMs and for technology providers looking to establish their automation expertise on the Italian market. From 13 – 15 May 2025, around 37,000 visitors came to Parma to find out about the latest products and trends from over 800 exhibiting companies.

Marco Cesana, Engineering & Maintenance Excellence (EMEX) Lead Garbagnate, Bayer HealthCare Manufacturing, was enthusiastic about the event: “Attending the SPS Italia was an impressive experience. The trade fair showcased pioneering technologies in the fields of automation and intelligent manufacturing, featuring leading industry companies and innovative start-ups. The live demonstrations of collaborative robots and AI-controlled systems, which impressively illustrated how modern solutions can increase efficiency and safety, were particularly remarkable. I would highly recommend attending the SPS Italia to all professionals in the manufacturing and technology sector: It offers a unique opportunity to experience innovations first-hand, acquire practical knowledge, and network with experts.”

### SPS – Smart Production Solutions Atlanta

Since 2024, the SPS brand has also been represented on the US market, continuing its international growth trajectory. It made its debut at the IMTS in Chicago, where it was introduced to the North American trade audience for the first time under the name “Automation Sector accelerated by SPS.”

Following its successful debut, the next step is now being taken: From 16 – 18 September 2025, the SPS will be held as a stand-alone trade fair in Atlanta, Georgia. This step will establish the brand in the USA as a key platform for industrial automation and intelligent production, with the aim of promoting the long-term exchange of ideas and information between technology providers, users, and industry experts. “Hosting the SPS in Atlanta marks a natural evolution of the brand. The U.S. is not only a vital player in global manufacturing, but also a hub for innovation – and even more so in the Southeast region,” explains Constantin von Vieregge, President and CEO of Messe Frankfurt Inc. “This event brings global automation expertise directly to American soil, where it’s both urgently needed and wanted.”

“SPS Atlanta, is a key event engineering the future of industrial automation and now supporting the Digital Transformation of American industry. As one of the world’s largest tech-driven trade shows, it fosters inspiration, innovation, with advanced technology demonstrations, and presenting strategies to revolutionize operations,” points out John D’Silva, Marketing, Promotion & Safety Technology Manager at Siemens Automation and member of the exhibitor advisory board for the SPS – Smart Production Solutions Atlanta.

### SPS Stages – Bangkok & Kuala Lumpur

With the SPS Stages, the SPS brand brings fresh momentum to the world of industrial automation. As an integral part of Automation Thailand and Intelligent Manufacturing, a conference-based platform for companies, they offer an effective way for exhibitors and sponsors to reach new markets in Southeast Asia.

The first SPS Stage took place in Bangkok in March of this year and attracted considerable interest from experts and industry representatives. The next stop will be Kuala Lumpur in May 2026, further expanding the SPS brand’s international presence in the region.

With its international focus and close integration of all event formats, the SPS offers much more than regional industry events. It acts as a globally integrated competence network for industrial automation. Close cooperation between the individual locations enables a continuous transfer of knowledge, promotes technological innovation, and opens up new market opportunities for exhibitors and expert attendees. The SPS is renowned worldwide for quality, innovation, and practical solutions and is the central platform for global networking within the automation industry.

### Further information and dates

Potential attendees can find out when and where the next SPS Expos and Stages will take place at [sps-exhibition.com](http://www.sps-exhibition.com/). Further information about the event in question and contact details can also be found there.

In addition to trade fairs, the SPS offers a wide range of opportunities throughout the year for networking and exchanging information on current industry trends. As part of the SPS Automation Hub, technology enthusiasts meet regularly at virtual or physical sessions or find out about news and developments from the world of automation via SPS Insights. Further details and contact information are also available on the website.

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SPS

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

The SPS will be held from 25 – 27 November 2025.

#### 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://www.facebook.com/spsmesse><https://www.linkedin.com/showcase/sps-smart-production-solutions/>   
<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](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)