|  |  |
| --- | --- |
| **Press release** | 12 January 2023 |
| SPS 2022 survey confirms it: SPS is an excellent business platform for the automation industry | Vineeta ManglaniPhone +49 (0) 711 6194 6297Vineeta.Manglani@mesago.com[sps-exhibition.com](https://www.mesago.de/en/SPS/The_company/What_drives_us/index.htm) |

**The restart of the SPS, which was held between 8 and 10 November 2022 in Nuremberg, once again attracted many exhibitors and trade visitors to Nuremberg in mid-November. From the visitor and exhibitor survey, the event lived up to all expectations in terms of information, innovation and practical relevance.**

999 exhibitors embraced the opportunity to generate new customer contacts and strengthen existing business relationships with visitors. The visitor survey also confirmed that the event attracted the right audience as 78% of the trade visitors are involved in procurement decisions for their company. The presentation program for the more than 4,000 in-person and online forum visitors was impressive, featuring a total of 120 fascinating product presentations, talks and panel discussions.

“The SPS remains one of the leading exhibitions for the automation industry and beyond. We feel it is exactly the right place for us, and our success bears this out,” reports Joachim Eulefeld, Product and Event Manager at CAPTRON Electronic GmbH, an exhibitor at the SPS 2022.

**International participation**

Despite continuing travel restrictions in some areas, companies from a total of 38 countries exhibited at the SPS 2022, 29% of which came from outside of Germany. Following Germany, the top five exhibitor countries were Italy, the United States, Switzerland, Austria, and the Netherlands. The share of international visitors was up from 26% in 2019 to 29%, which was attributable, among other things, to increasing participation from the United States.

**Satisfied trade visitors**

The trade visitors in attendance were impressed by the comprehensive overview of the market and the many product innovations offered by exhibitors. As Jürgen Lang, Electrical Engineering Strategic Purchaser at Reifenhäuser GmbH & Co. KG and visitor to the SPS 2022, explained:

“For any mechanical engineering company, the SPS is one of the most important events in automation, control and drive technology. It’s great that you have all relevant exhibitors in the one place and access to the latest products, solutions and alternatives first hand, and you have the opportunity to make new business contacts directly while also maintaining existing ones!”

The results of the visitor survey reflect the high level of satisfaction with the event, with 95% planning to return in the future. 91% rate the event as important or very important for their company and 91% will recommend the SPS to their colleagues and customers. “I would absolutely return to the SPS in Nuremberg in the future and wholeheartedly recommend it,” sums up Ingmar Albers, Strategic Purchaser, Neuenhauser Maschinenbau GmbH.

The accompanying analysis provides additional detailed information on the structure of the exhibitors and attendees at the 2022 exhibition.

The next SPS will be held from 14-16 November 2023 in Nuremberg, Germany. For more information, please visit [sps-exhibition.com](https://sps.mesago.com/nuernberg/en.html).

**About Mesago Messe Frankfurt**

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 150 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://www.mesago.de/en/Mesago/home.htm))

**Background information: Sustainable Messe Frankfurt**

The Messe Frankfurt Group is one of the world’s leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,200\* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million\*. We serve our customers’ business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt’s key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.
Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: [www.messefrankfurt.com/sustainability](https://www.messefrankfurt.com/frankfurt/en/company/sustainability.html)

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).

For more information, please visit our website at: [www.messefrankfurt.com](https://www.messefrankfurt.com/frankfurt/en.html)

\* Preliminary figures for 2022