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| **Press release** | October 24, 2023 |
| Launch of the SPS CareerDrive career portal | Vineeta Manglani  Phone +49 711 61946-297  Vineeta.Manglani@mesago.com  [sps-exhibition.com](https://www.mesago.de/en/SPS/The_company/What_drives_us/index.htm) |

**The shortage of skilled workers has been a major issue for several years and has also impacted the automation industry. Due to the high demand for experts and motivated junior staff, Mesago Messe Frankfurt, the organizer of the leading international trade fair SPS - Smart Production Solutions, has now launched the SPS CareerDrive jobs portal this fall to support companies in finding suitable experts.**

The SPS has always been an opportunity for talented individuals to get a personal feel for the career opportunities available and for companies to present themselves as potential employers. But the ever-present shortage of skilled workers worldwide has prompted a change in thinking. According to a study conducted at the beginning of the year by the Institute of the German Economy (IW Köln), Germany, for example, has a shortage of 88,600 skilled workers in energy and electrical professions. In mechanical and automotive engineering, the gap is estimated to be 56,600, while the shortfall in the IT sector is calculated to be 50,600 skilled workers. Consequently, employee recruitment and retention are at present among the most important HR management issues for many companies.

With the SPS CareerDrive career portal, Mesago provides a new platform and opportunity for companies and job seekers to offer and find employment in the automation industry, not only during the event, but throughout the entire year.

Gunnar Mey, Vice President SPS New Business, explains: “Trade fairs are temporary events with significant value. However, the SPS CareerDrive is a new, year-round service from Mesago for all stakeholders in the automation industry, enabling industry-focused talent to find exciting vacancies in the automation sector. Employers can use the platform to raise their profiles.”

During the trade fair from 14 to 16 November 2023, interested parties at the event in Nuremberg will have the opportunity to access the SPS CareerDrive jobs portal and browse for suitable vacancies at a number of terminals. The SPS CareerDrive career portal is designed as an additional recruitment tool that the industry can use to find, promote, and retain talent.

The SPS CareerDrive career portal is available at [automation-jobs.de/en](https://www.automation-jobs.de/en/). All exhibitors participating in this year’s SPS - Smart Production Solutions and the entire product range can be found on the event [website](https://sps.mesago.com/nuernberg/de/ausstellersuche.html#navigation) [sps-exhibition.com](https://sps.mesago.com/events/de.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 closely with Mesago as advisers, co-organizers, and partners. ([mesago.com](https://corporate.mesago.com/events/en.html))

**Background information on Messe Frankfurt**

The Messe Frankfurt Group is one of the world’s leading trade fair, congress, and event organizers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in the financial year 2022 were around €454 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, organizing, 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).

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