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| news +++ SPS Nuremberg, 12–14 November 2024 |
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## The Numbers Are In: The SPS 2023 Was a Hit with Exhibitors and Attendees Alike

Stuttgart, 1 February 2024 – From 14 to 16 November 2023, companies from all around the world presented their products and solutions to an audience of high-level attendees across 128,000 square metres of exhibition space at the SPS – Smart Production Solutions in Nuremberg. An analysis of the trade fair has now confirmed its relevance and how satisfied last year’s participants were.

In total, 1,229 exhibitors took the opportunity to establish new customer contacts and build on their existing business relationships with the professionals in attendance. The satisfaction of the exhibiting companies can now be quantified: 78% of them have taken part in the SPS more than once, and 99% describe the event as either important or very important to their company. In addition, a visitor survey revealed that the exhibitors found the contacts they were looking for on-site, with 71% of the professionals on hand having a say in their companies’ purchasing decisions.

"The SPS in Nuremberg offers Festo the ideal platform to speak to our customers about innovative solutions for sustainable automation," summarizes Gerhard Borho, Member of the Management Board Information Technology and Digitalisation, Festo SE & Co. KG.

As Gerd Hoppe, Corporate Management of Beckhoff Automation GmbH & Co. KG, stated participation at the event was a complete success. "The SPS 2023 once again lived up to its reputation as the most significant industry gathering in southern Germany as well as adjacent European regions. With numerous high-quality contacts, it remains one of our central face-to-face events with a global reach. It is also the perfect complement to our own virtual information offerings. It's no coincidence that at Beckhoff, we refer to the SPS as the 'Olympiad of Automation,' which, alongside very concrete project discussions with our customers, is distinguished by a wide variety of innovations on show."

Jan Melter, Marketing Manager of Bihl+Wiedemann GmbH, adds: "As specialists in automation and safety technology, the SPS has played a central role in our company strategy since 1995. Here, we present innovative automation solutions that help our customers radically simplify wiring on their machines and systems, as well as implement cost-effective digitization at the field level. The SPS is the ideal platform for engaging with our customers and prospects and providing them with bespoke consulting."

Compelling new products and trends

At last year’s SPS, 50,081 trade visitors flocked to Nuremberg to find out about the latest trends, products, and practical automation solutions. The results of the visitor survey also reflect how satisfied they were with the event: 94% would attend a future SPS, 95% would recommend it to colleagues, and 98% were happy or very happy to have attended.

In particular, the experts in attendance appreciated the wide variety of product innovations and trends covered, along with the chance to share knowledge and experiences with people from around the world. Niklas Wik, who works in sales at Siemens AS, offered this summary of his impressions from the SPS: “In my opinion the best fair for the automation community.”

Aras Noori, a software and business development specialist at evosoft, also gave her opinion: “My visit to the SPS Exhibition was an exceptional experience. The organization of the event was impeccable, creating an environment conducive to exploring and discovering the latest innovations. Navigating through the stands, I had the opportunity to delve into details about numerous new products. The accessibility to information and the quality of interactions with exhibitors were truly impressive, allowing me to gain valuable insights into cutting-edge technologies and solutions. Overall, the exhibition not only showcased innovation but also provided an excellent platform for networking and learning within the industry.”

Knowledge transfer at the highest level

The lineup of presentations held last year was also impressive. In 165 forum sessions, a total of 5,380 participants (attending both in person and digitally) took in the latest information on a range of topics. From exciting talks and practically oriented podium discussions to innovative product presentations, the three SPS forums offered something for anyone looking to keep their knowledge up to speed with the industry’s leading experts.

**International participation**

Of all the exhibitors who attended the SPS 2023, 38% hailed from outside of Germany. After the event’s host nation, the top five exhibitor countries were China, Italy, and the United States, followed by Switzerland, Austria, and Taiwan (joint fourth place), and the Netherlands in fifth.

Meanwhile, 28% of last year’s attendees came from abroad, with 27% more flying in from outside of Europe compared to the SPS 2022.

The analysis we have included provides further detailed information on the structure of our exhibitors and attendees in 2023.

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| Source: Mesago Messe Frankfurt GmbH / Arturo Rivas |

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://smt.mesago.com/events/en.html)   
<https://twitter.com/spsipcdrives>  
<https://www.facebook.com/spsmesse><https://www.linkedin.com/showcase/sps-ipc-drives/>   
<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 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://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)