



mesago

sps

# Analysis 2025

# Overview

---

**122,000 sqm**  
exhibition space


 **182**  
stage sessions

 **55,938**  
visitors  

---

29 % of which were international

 **5,708**  
stage visitors

 **1,175**  
exhibitors  

---

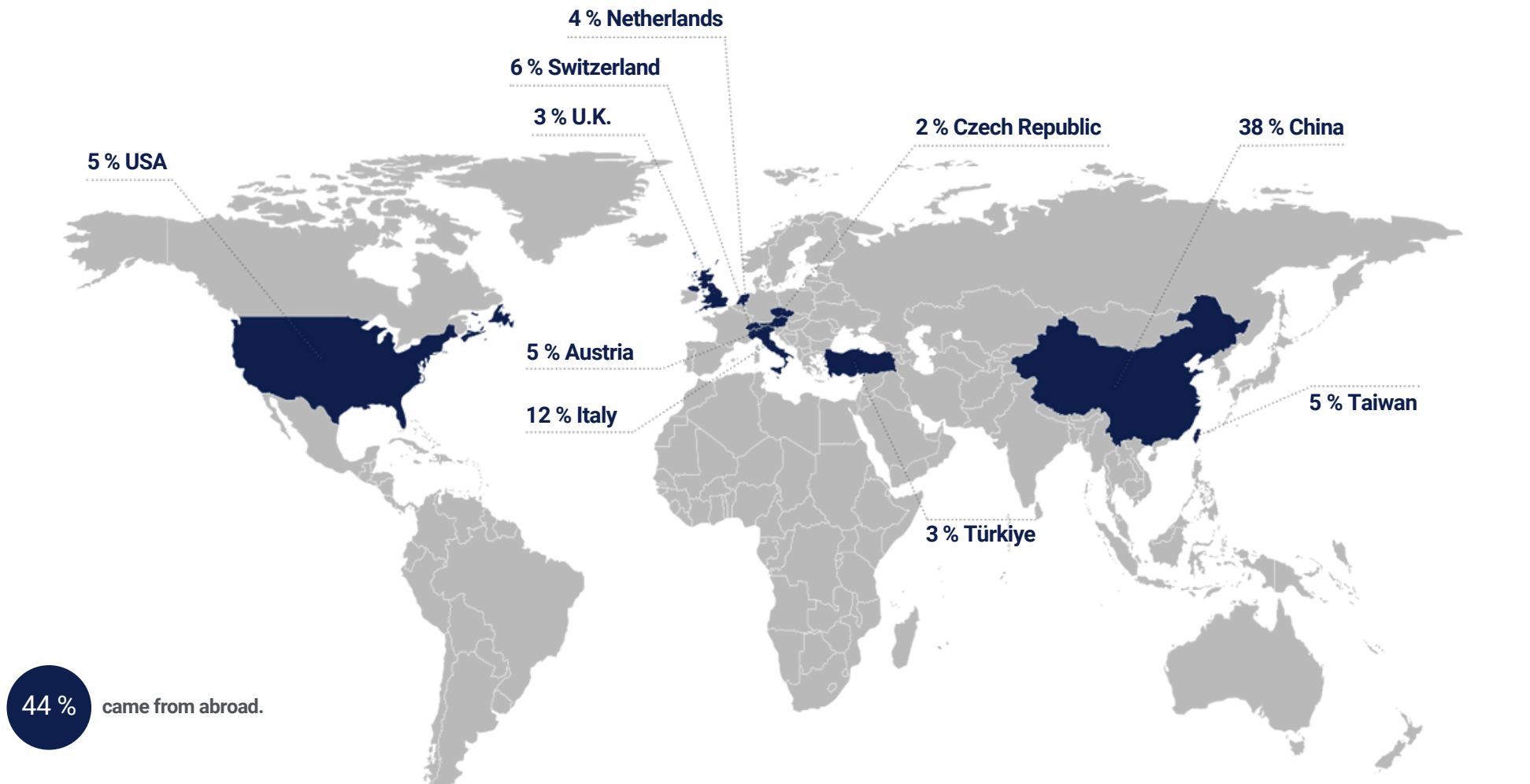
44 % of which were international

**Save the date**  
**24 – 26.11.2026**

# Exhibitors



Origin of international exhibitors by country in percent – Top 10\*



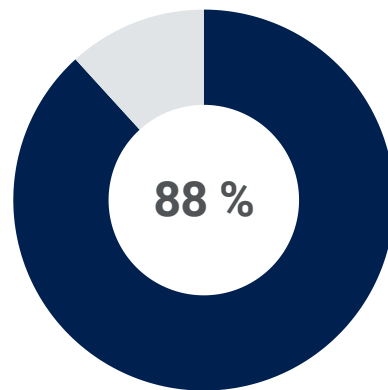
→ For a complete list of exhibitors, please visit the [SPS website](#).

\*measured by the international share

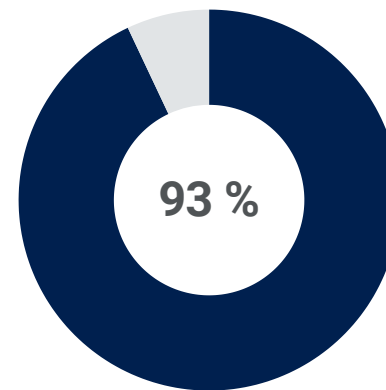
# Exhibitors



## Level of Satisfaction



were very satisfied or  
satisfied with their  
participation.

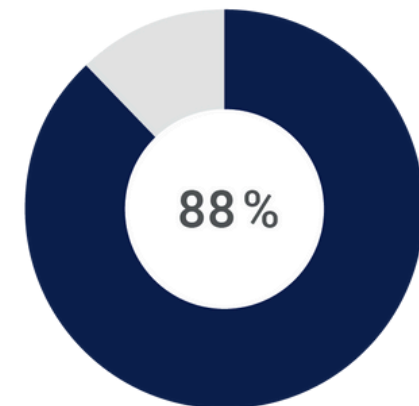
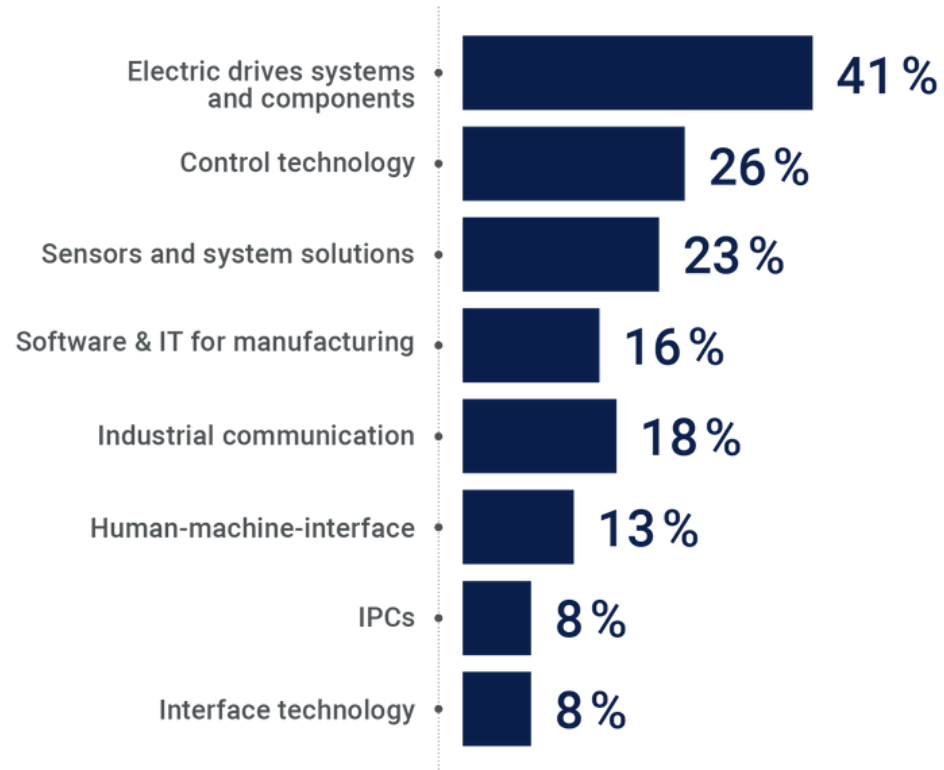


rate the SPS as  
important for their  
company.

# Exhibitors



## Top 8 exhibition topics\*



have already participated in the SPS several times.

\*Multiple answers possible



## Top 3 stage sessions on the focus topic Industrial AI

The focus topic Industrial AI proved to be a strong audience draw across the stages: The three most attended stage sessions attracted a combined total of 399 participants, representing approximately 7% of all stage visitors.

### Top Stage Session 1

"The Role of AI in Production and IT/OT Convergence"

**Prof. Dr.-Ing. Martin Ruskowski, Chairman of the Board,  
Technology Initiative SmartFactory KL e.V.**

**150 participants**

### Top Stage Session 2

"From AI Hype to Real Value – A CEO's Perspective"

**Dr. Axel Zein, Managing Director, WSCAD GmbH**

**144 participants**

### Top Stage Session 3

"Predictive Data Analytics and Machine Learning in Practice:  
From Project to Industry Standard in Automation"

**Werner Reichelt, Head of Sales Digital Business, Festo SE & Co. KG**

**105 participants**

»What I valued most was the forward-looking perspective on the future development of modern facilities that integrate robotics and artificial intelligence.«

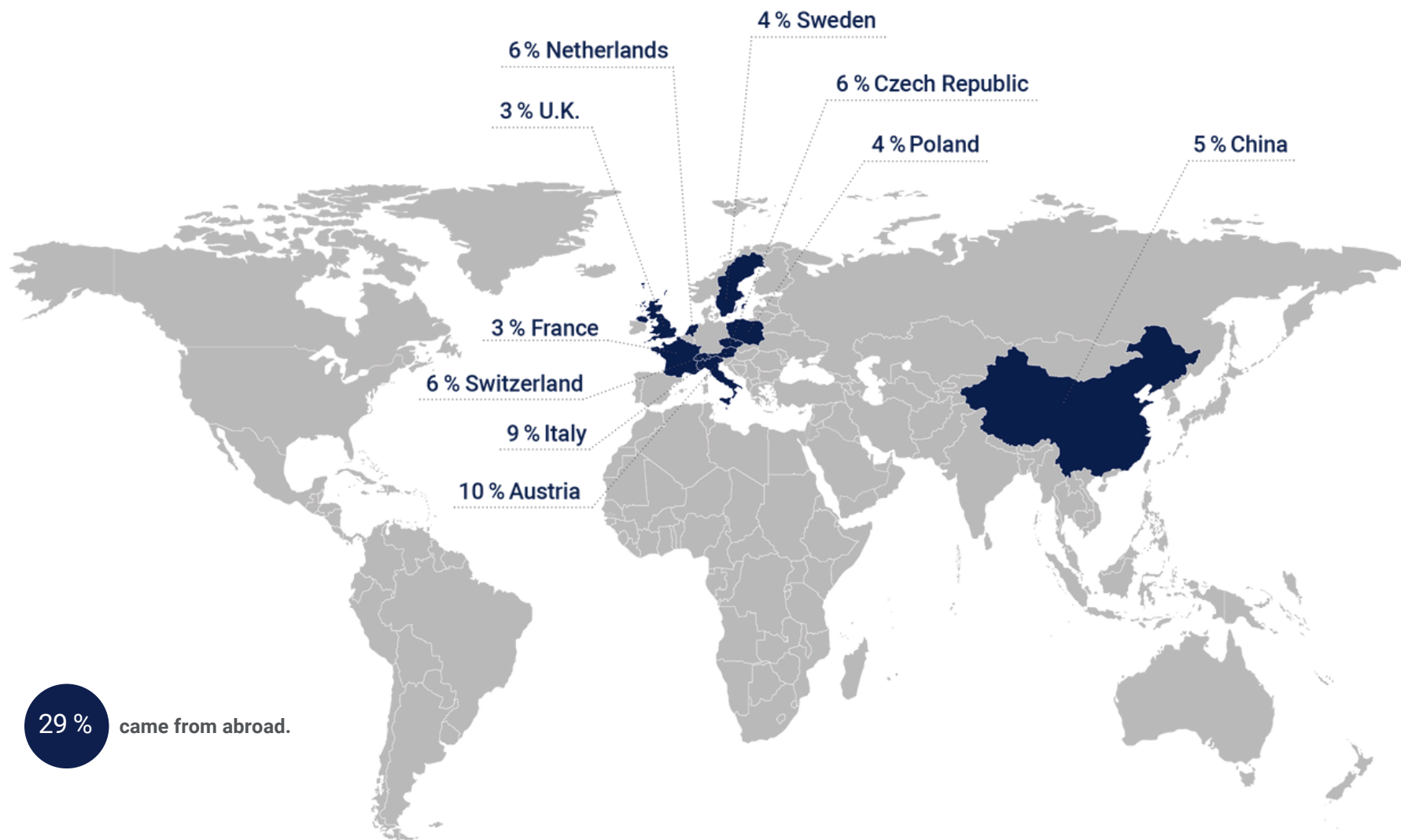
Visitor feedback, SPS 2025



# Visitors



Origin of international visitors by country in percent – Top 10\*

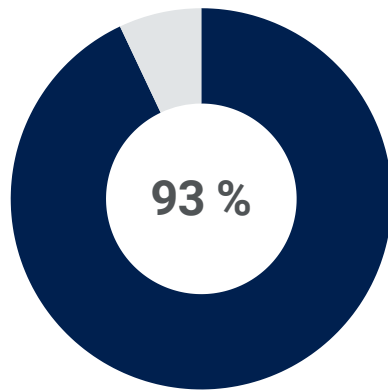


\*measured by the international share

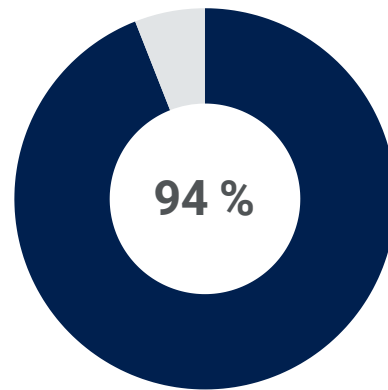
# Visitors



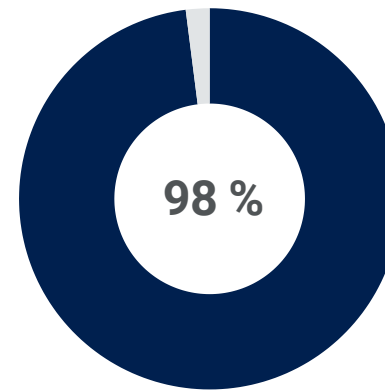
## Level of Satisfaction



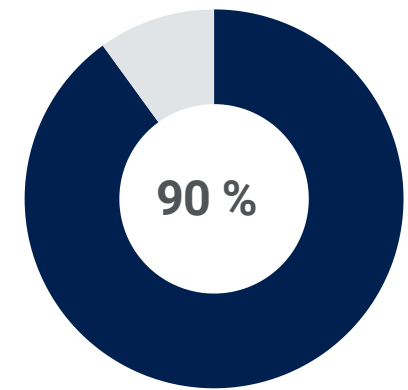
would visit the SPS again.



will recommend the SPS to others.



were very satisfied  
or satisfied with  
their visit.



rate the SPS as  
important for their  
company.

»I appreciated the wide range of exhibitors and brands the most, as it gave me the opportunity to explore new technologies, compare solutions, and find inspiration for our upcoming projects.«

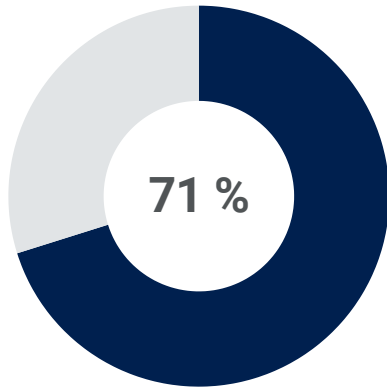
Trade show visitor at the SPS 2025



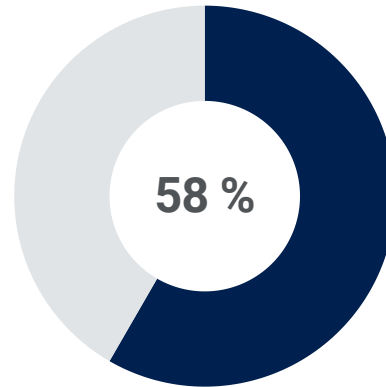
# Visitors



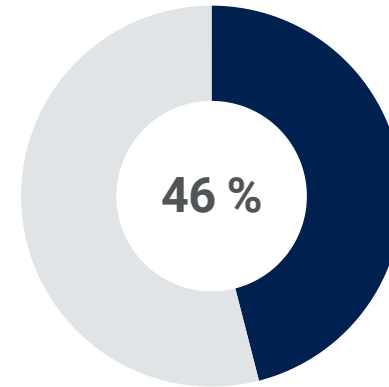
Top goals of the trade fair visitors\*



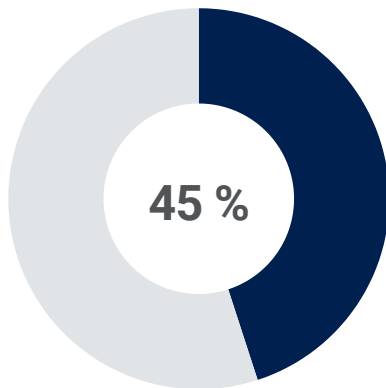
Informing about new products and trends



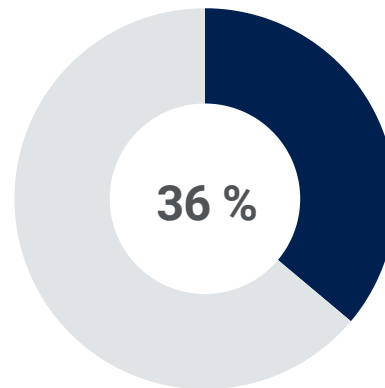
Exchange of information and experiences



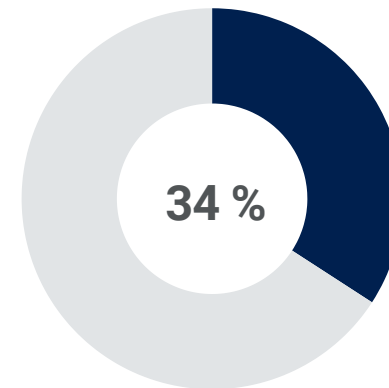
Gaining an overview of the market



Maintaining existing business relations



Establishing new business relations



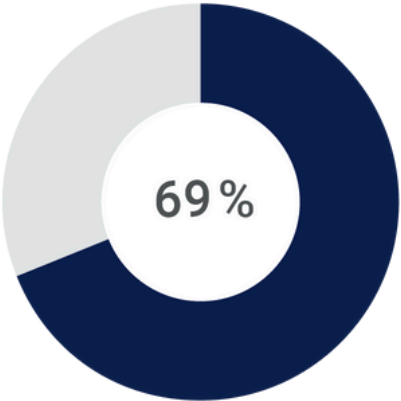
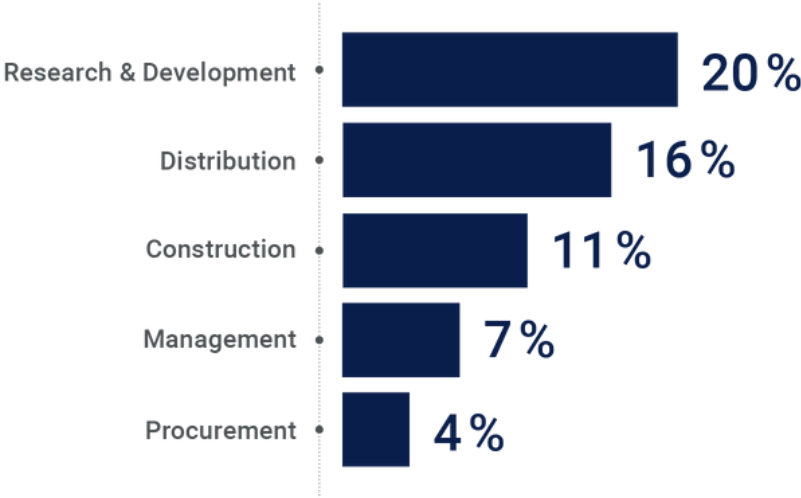
Looking for concrete products/solutions

\*Multiple answers possible

# Visitors



Top business sectors of visitors to the fair



are involved in  
procurement decisions  
in their company.

# Visitors



## Top 10 Industries

