



mesago

sps

Analysis 2025

Overview

122,000 sqm
exhibition space



55,938
visitors

29 % of which were international



1,175
exhibitors

44 % of which were international



182
stage sessions



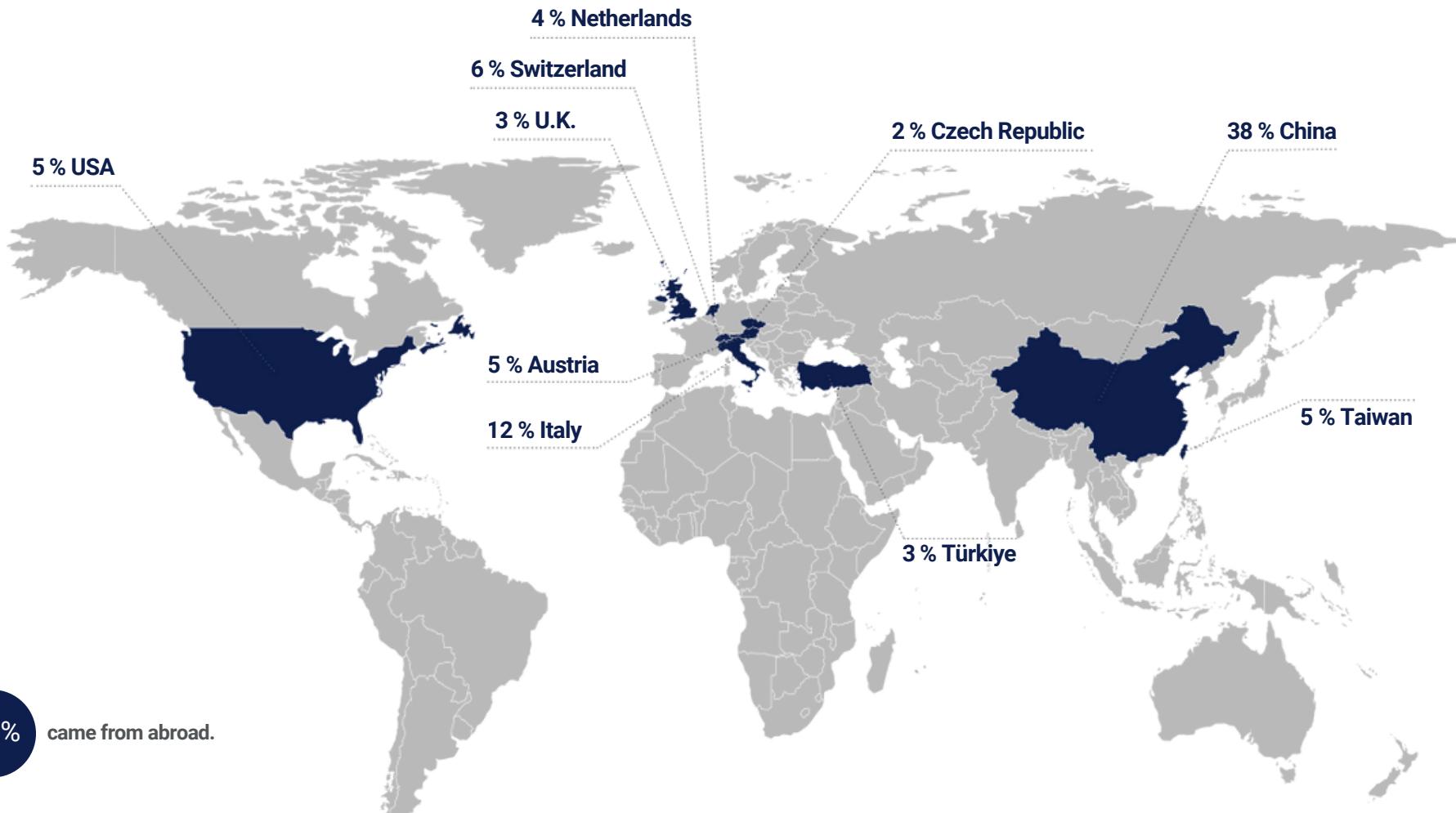
5,708
stage visitors

Save the date
24 – 26.11.2026

Exhibitors



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



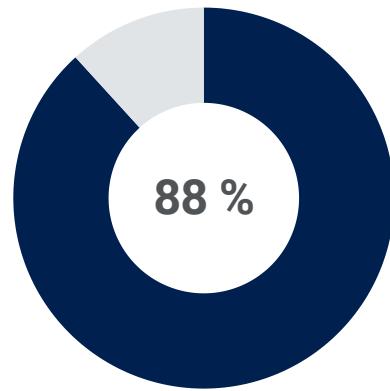
→ For a complete list of exhibitors, please visit the [SPS website](#).

*measured by the international share

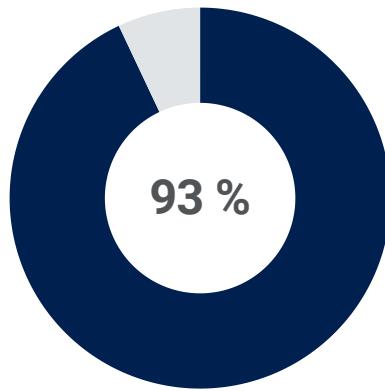
Exhibitors



Level of Satisfaction



were very satisfied or satisfied with their participation.

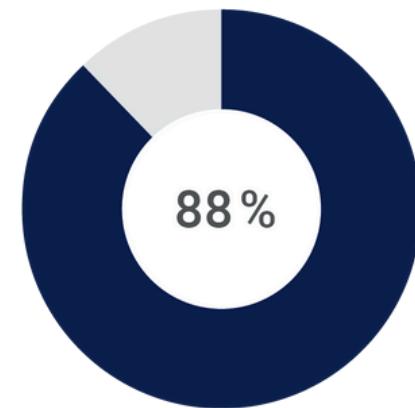
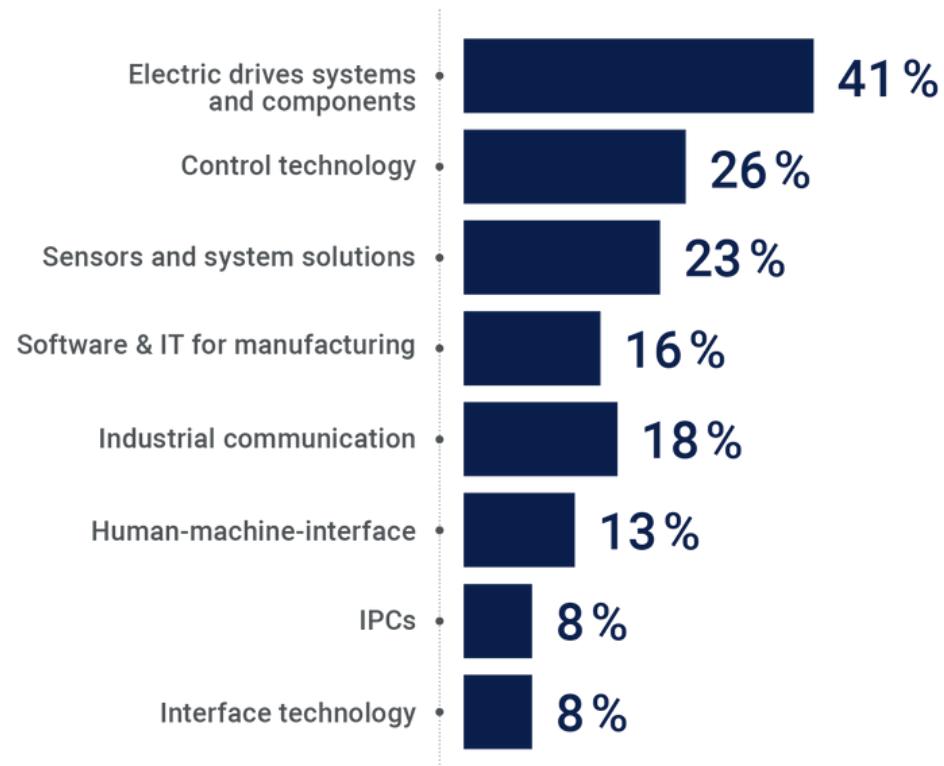


rate the SPS as important for their company.

Exhibitors



Top 8 exhibition topics*



have already participated in the SPS several times.

*Multiple answers possible

Exhibitors



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

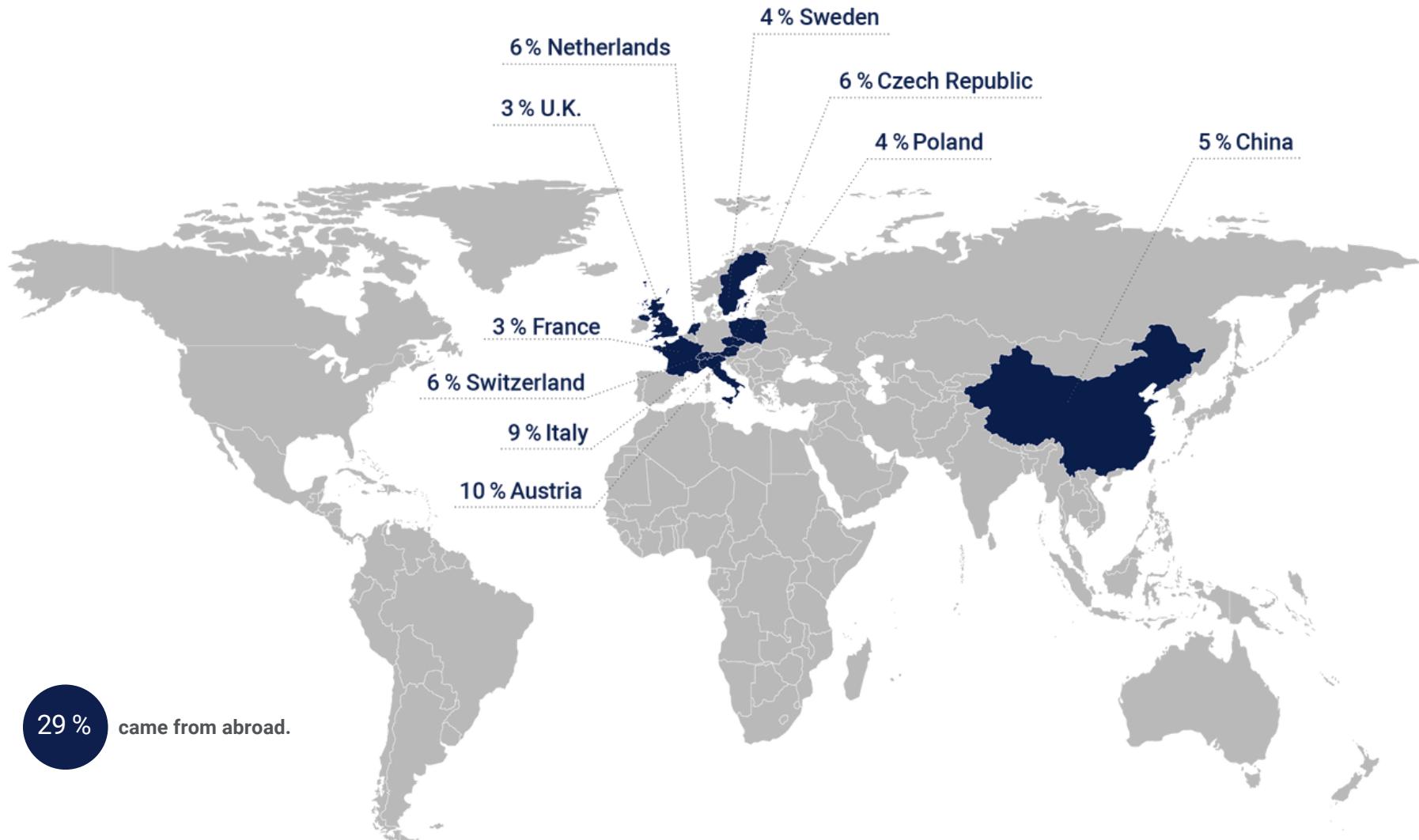
»What I valued most was the forward-looking perspective on the future development of modern facilities that integrate robotics and artificial intelligence.«

Visitor feedback, SPS 2025

Visitors

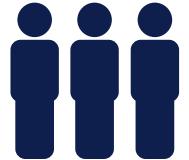


Origin of international visitors by country in percent – Top 10*

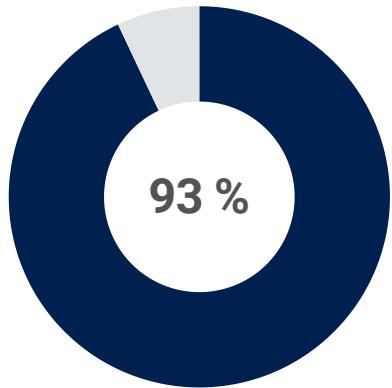


*measured by the international share

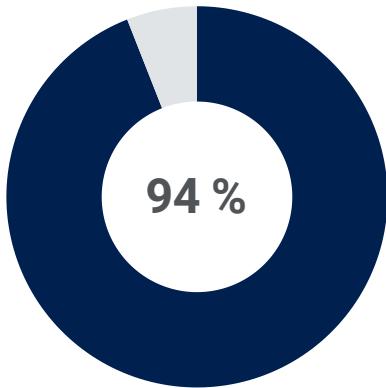
Visitors



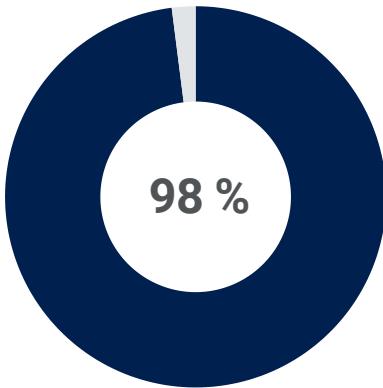
Level of Satisfaction



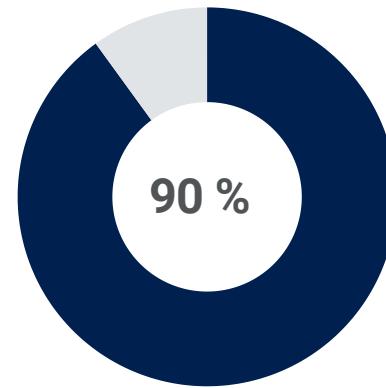
would visit the SPS again.



will recommend the SPS to others.



were very satisfied
or satisfied with
their visit.



rate the SPS as
important for their
company.

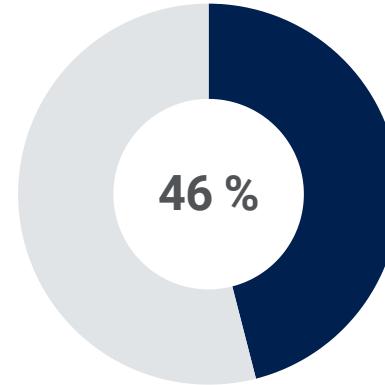
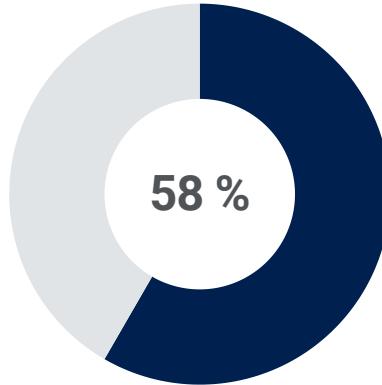
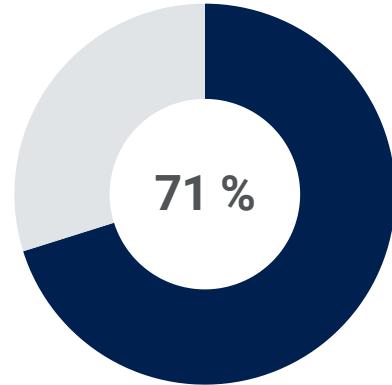
»I appreciated the wide range of exhibitors and brands the most, as it gave me the opportunity to explore new technologies, compare solutions, and find inspiration for our upcoming projects.«

Trade show visitor at the SPS 2025

Visitors



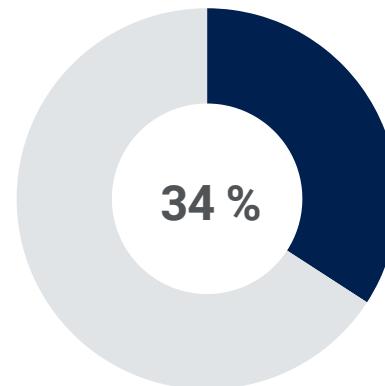
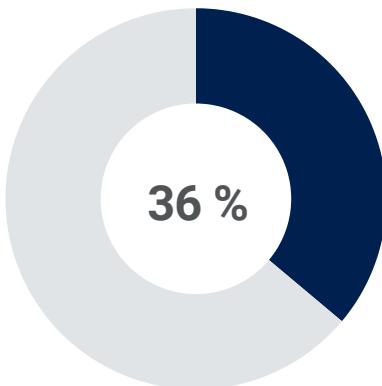
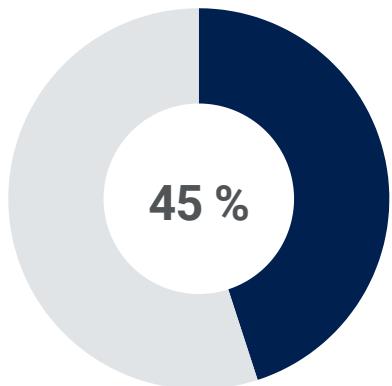
Top goals of the trade fair visitors*



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

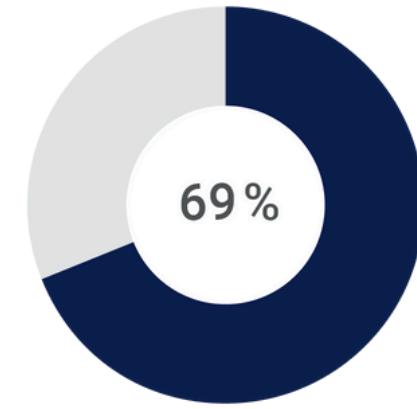
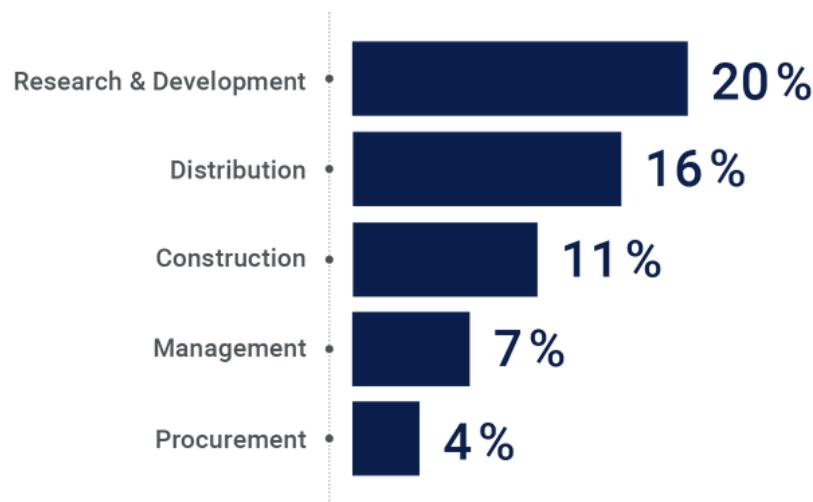
Looking for concrete products/solutions

*Multiple answers possible

Visitors

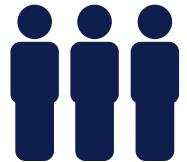


Top business sectors of visitors to the fair



are involved in
procurement decisions
in their company.

Visitors



Top 10 Industries

