Press

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Press Office
Ambra Fredella
Grazia Spinardi
Tel. +39 02 88 07 78.1
ambra.fredella@italy.messefrankfurt.com
grazia.spinardi@italy.messefrankfurt.com
www.spsitalia.it/eng

Final_Press_Release_SPS_IPC_Drives_Italia_2018

Around the industrial world with over 800 exhibitors

The eighth edition of SPS Italia ends on a high note: 35,188 visitors (up 6% versus 2017) and 808 exhibitors (up 9.5%)

Automation, digitisation, robotics and vision are the “4.0” ingredients of a resounding success. This is the “ecosystem” that welcomed the 35,188 visitors attending the eighth SPS Italia, confirming the event as the ideal place for discussing the challenges that industry will be facing going forward.

Three days of ground breaking applications disclosing the expertise shared by technology producers and vendors. Equally impressive are the skills and capabilities required to push forward the transformation of Italian industry: seminars, conferences and culture 4.0 were the highlights of this edition, along with the Digital District. Digital technologies are the main focus of SPS Italia, the landmark event underpinning every enterprise’s digital transformation, from automation all the way to the Cloud and Artificial Intelligence.

Attending the opening were the Minister of Finance of the German State of Hessen, Thomas Schäfer, the Chairman and CEO of Messe Frankfurt, Wolfgang Marzin, and the CEO of Frankfurt Italia, Donald Wich, who as the organiser of the event, had this to say: “Drawing Italian industry together for three days of meetings and discussions was key to meeting expectations ranging from the number of visitors and exhibitors to the surface area covered by the event. The show’s success means there is no denying that SPS Italia is the one and only Italian event for bringing together IT producers and technologies. It is the ideal place for making new contacts and checking out the latest technological developments, but perhaps more importantly, it is an unrivalled platform for grasping opportunities to stay ahead of the game.”
Fabrizio Scovenna, Chairman of ANIE Automazione (the Italian Association for Industrial Automation), also spoke in glowing terms: “With investments at last picking up thanks to Italy’s Enterprise 4.0 Plan, the automation sector has posted an annual growth rate of 13.5%, with turnover skyrocketing towards the €5 billion mark. Our industry is now playing a crucial strategic role in transforming Italy’s manufacturing sector so it can more confidently tackle the future. In Europe, the Italian market ranks second to Germany, and worldwide we are behind only the USA and China. Automation is a thriving sector, which is also reaping rich rewards from booming exports. Events like SPS Italia help us rise to future challenges.”

**Let’s hear from the exhibitors**

“Bonfiglioli couldn’t be happier: exhibiting at SPS Italia is without a doubt the best way to share the cutting edge solutions we develop with our clients for the automation market.” Marco Bertoldi, Global Sales Director, Bonfiglioli

“Right from the very first edition of the show we realised that Messe Frankfurt Italia would attract visitors to Parma, where we could successfully showcase the innovations introduced by B&R, as well as our ability to favourably impact machinery makers and the Italian manufacturing system as a whole.” Nicoletta Ghironi, Marketing & Communication Manager, B&R

“We opted to roll out our new product at SPS Italia, and this eighth edition exceeded our expectations, driving 25% more traffic to our booth.” Edgardo Porta, Head of Marketing, Rittal.

“SPS Italia has been a huge success this year too. We received outstanding reactions from the numerous small to medium size businesses who visited our display spaces, taking in our technology offerings and appreciating our skills and performance. The show is a winner, and confirms the upward trend reported over the past few editions.” Massimiliano Galli, Head of PLC Sales, Siemens Italia

See you at next year’s SPS Italia, from 28 to 30 May 2019!

[www.spsitalia.it/eng](http://www.spsitalia.it/eng)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at some 30 locations, the company generates annual sales of around €661* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. 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). *preliminary numbers 2017

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)