

## Industrial Automation: Brands SPS Expands to the USA

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### DESCRIPTION

Industrial automation is one of Germany's most important economic sectors, with yearly sales exceeding 50 billion euros. The SPS-Smart Production Solutions, organized by, is the world's leading trade exhibition platform for the industry. With this major trade event, the organizer will obtain a footing in the US market as a result of its international success. The SPS brand will make its regional debut as the "Automation Sector powered by SPS" as part of IMTS 2024, followed by a stand-alone trade fair in Atlanta in 2025.

In addition to the Nuremberg trade show and its linked events in Italy and China, the new formats will expedite and facilitate information exchange in the field of industrial automation between the economic regions of the United States and Europe. This is especially important given the present issues in supply chains, logistics, workforce shortages, and cost pressure, which are accompanied by a rising requirement for automation.

Following Formnext, which announced last year the establishment of its U.S. presence as part of the leading U.S. trade fair for manufacturing technology IMTS, the SPS is now the organizer GmbH's second format to expand overseas-an important step towards the internationalisation of the event portfolio [1]. Furthermore, the collaboration helps to the company's growth as a multiplier inside crucial technology fields and a pioneer for global meetings between experts and users.

Industrial automation will now be highlighted in the "Automation Sector powered by SPS-Smart Production Solutions" as part of the event from 9-14 September 2024 in Chicago, as this topic has recently become more crucial for the International Manufacturing Technology Show, or IMTS. Mesago Messe Frankfurt is supporting the Association for Manufacturing Technology (AMT), the event's organizer, in the

execution of this unique exhibition that will highlight digital and intelligent automation technologies for industrial manufacturing. Gardner Business Media (GBM), the top publisher for manufacturing (2023), is a further partnership partner.

In addition, given the rapid developments in the automation technology's, Mesago Messe Frankfurt's U.S. company, Inc., will also organize an independent industry event in Atlanta for every two years under the moniker "SPS-Smart Production Solutions," with the inaugural event taking place from September 23-25, 2025, in light of the rapid advancements in automation technology.

"We are delighted to enter into this cooperation and offer the global automation industry a high-quality platform to intensify cross-border business relations," commented Martin Roschkowski, President of Mesago Messe Frankfurt. "A fast exchange of knowledge is crucial in today's world, and we are convinced that this new concept will meet the needs of the industry."

At [sps-exhibition.com](https://sps-exhibition.com), you can find more details about the SPS and its collaboration partners, as well as a selection of visual materials. [At.com](https://at.com), you can learn more about the business and its various national and worldwide formats. In order to build educational efforts to produce tomorrow's Smart force, AMT is the voice that emphasises the significance of policies and programs that support research and innovation [2].

### REFERENCES

1. L. (2023.). Linknovate | Profile for Formnext. Linknovate | Profile for Formnext.
2. Formnext Chicago Coming to the U.S. in 2025. (2022, September 8). Formnext Chicago Coming to the U.S. in 2025.

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