

news +++ Intelligent Asia Thailand, Automation Thailand, SPS Stage Bangkok
Bangkok International Trade & Exhibition Centre (BITEC), Thailand, 6 – 8 March 2025



Messe Frankfurt expands Southeast Asian presence with new collaboration in electronics and automation technologies events

Bangkok, 6 September 2024. Messe Frankfurt (HK) Ltd Taiwan Branch has announced that it will join Yorkers Trade & Marketing Service Co Ltd and GMTX Co Ltd to co-organise three events in the field of Electronics and Automation Technologies targeting the ASEAN region. Intelligent Asia Thailand and Automation Thailand, taking place from 6 – 8 March 2025 at the Bangkok International Trade & Exhibition Centre (BITEC), will present end-to-end solutions for electronics manufacturing and automation. Accompanying the shows will be the launch of SPS Stage Bangkok, a new dual-focus showcase and seminar area that marks the SPS brand's first appearance in the region's promising manufacturing sector.

“As a leading global exhibition organiser, we focus on holding our events in areas where industry needs are most pressing. Nowadays, industrial automation is crucial for any manufacturing firm seeking to stay ahead of the competition. We know this all too well, as we have been hosting the internationally recognised SPS series of events long enough to understand the needs of the industry. Currently, we are seeing strong demand throughout Southeast Asia for digital transformation and automation solutions. I believe these additional events will address the emerging requirements in the manufacturing and technology sectors as a whole,” explained Mr Wolfgang Marzin, President and Chief Executive Officer (CEO), Messe Frankfurt GmbH.

Mr Stephan Buurma, Member of the Board of Management, Messe Frankfurt Group, added: “Messe Frankfurt has developed a strong regional presence in Asia over the last 30 years, promoting technological advancement through its trade fairs and events. Connecting Thailand and the wider ASEAN market to our global network enables us to introduce international expertise that drives local industry growth. These new additions to our portfolio are particularly relevant as the region is becoming an increasingly attractive option for companies diversifying their manufacturing base to reduce supply chain risks.”

Thailand, in particular, has been a major beneficiary of this trend, with the number of submitted FDI applications increasing 83% year-over-year in the first half of 2024, totalling 325.7 billion baht (USD 9.2 billion)¹. These investments largely target the nation's ‘S-curve’ industries, which include automation and robotics, along with the country's nationally important electronics and automotive sectors.

¹ “Thailand First Half Investment Applications Rise 35% to US\$ 12.8 billion on a Surge in Projects in Key Sectors; E&E Again Tops Sectors List”, Thailand Board of Investment, <https://qr.messefrankfurt.com/Vc5e2> (retrieved 12 August 2024)

Thailand's economy is heavily export-oriented, with manufacturing contributing to nearly a quarter of its GDP.² However, while the country remains attractive to foreign investors, it is also facing new challenges including increasing regional competition and an aging workforce. The National Economic and Social Development Council (NESDC) projects a decline in the working-age population of over 3 million each decade.³

Consequently, automation is becoming an increasingly decisive factor in the country's continued industrial growth, shaping how both international and domestic manufacturers respond to global market pressures and labour constraints.

Intelligent Asia Thailand and Automation Thailand bring the world's latest advancements in automation and electronics manufacturing to the region, connecting prospective industrial buyers from the country's high growth industries, such as electronics and automotive, with solution providers from domestic and global markets. In 2025, the two fairs will host an anticipated 300 exhibitors, showcasing products and solutions designed to support local manufacturers in building fully digitalised industrial ecosystems, regardless of their current level of automation.

At Intelligent Asia Thailand, visitors will find a wide variety of advanced solutions for electronics manufacturing, with product categories covering equipment and technologies for printed circuit board (PCB) production, electronics manufacturing and assembly (EMA), optoelectronics and laser displays, battery power storage and electric vehicle solutions.

Meanwhile, Automation Thailand will showcase technologies across five main application categories: industrial automation, robotics, inspection and measuring equipment, digital factories and warehouse and logistics. Exhibits will range from basic components, such as drive systems, sensors and control technologies, to more complex solutions including industrial PCs, Human-Machine Interfaces (HMI), industrial communications and robotics.

A new 'stage' of automation in Thailand: introducing SPS Stage Bangkok

Alongside the two exhibitions, the internationally-recognised SPS brand will make its regional debut in Southeast Asia as SPS Stage Bangkok, a new dual-format showcase and seminar area. This expansion brings Thailand under the international SPS network, joining events in China, Italy, and the United States, as well as the brand's flagship exhibition, SPS – Smart Production Solutions in Nuremberg, Germany.

SPS Stage Bangkok narrows its focus to complete solutions, reflecting the concept of its German mother show. Utilising the brand's international network, this new platform will bring exhibitors, industry specialists and visitors from key markets to the ASEAN region.

This expertise will also shape the seminar programme, which will adapt themes from the Nuremberg event and explore them within the context of Thailand's manufacturing sector. Topics for 2025 include innovations in sensor technologies, predictive maintenance and the industrial internet of things (IIoT), digital twins, and, with reference to the country's upcoming 2025 carbon tax, the role of smart manufacturing in carbon management.

Together with Intelligent Asia Thailand and Automation Thailand, the co-location of these three events is intended to bring together industry players from across the region's

² "Manufacturing, value added (% of GDP) – Thailand", World Bank Group, <https://qr.messefrankfurt.com/sc185> (retrieved 2 August 2024)

³ "NESDC flags challenges for manufacturing as Thai labour force shrinks by 3 million", The Nation, <https://qr.messefrankfurt.com/nc61f> (retrieved 8 August 2024)

manufacturing sector, forming a cohesive, end-to-end platform for sourcing and sharing industry knowledge in electronics manufacturing and automation.

The events are jointly organised by Messe Frankfurt (HK) Ltd Taiwan Branch, Yorkers Trade & Marketing Service Co Ltd and GMTX Company Ltd. For more details, please contact: Israel.Gogol@taiwan.messefrankfurt.com.

Other events within Messe Frankfurt's Electronics & Automation Technologies portfolio include:

- **SPS – Smart Production Solutions**
12 – 14 November 2024, Nuremberg, Germany
- **SPS – Smart Production Solutions Guangzhou**
25 – 27 February 2025, Guangzhou, China
- **PCIM Expo & Conference**
6 – 8 May 2025, Nuremberg, Germany
- **SPS Italia**
13 – 15 May 2025, Parma, Italy
- **PCIM Asia**
14 – 16 August 2025, Shanghai, China
- **SPS Atlanta**
16 – 18 September 2025, Atlanta, United States

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Press information and photographic material:

<https://automationthailand.tw.messefrankfurt.com/thailand/en/press.html>



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Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the

world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity. For more information, please visit our website at: www.messefrankfurt.com/sustainability 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). For more information, please visit our website at: www.messefrankfurt.com

Background information on Yorkers Trade & Marketing Service Co Ltd

Yorkers Trade & Marketing Service Co Ltd a subsidiary of Chan Chao International Enterprise Group, has been a leader in organizing Exhibitions & Trade Fairs in ASEAN and South Asia for over three decades. Yorkers have held numerous high-tech and machinery-related events in Bangladesh, Cambodia, Myanmar, Thailand and Vietnam. Having amassed abundant experiences in the field, Yorkers Trade Fairs will serve as the best platforms for exploring trade opportunities in the emerging markets.

Background information on GMTX Co Ltd

Founded in 1992, GMTX has established itself as a leader in Thailand's B2B marketing platform for various industries over the past 32 years. Our comprehensive platform includes trade exhibitions, e-marketplaces, business matching, lead generation, seminars, roadshows, digital media, and marketing services. GMTX covers a wide range of content and industries, including manufacturing sectors, 4.0 technologies, biotechnologies, sustainability, and future industries. Our strength lies in the seamless integration of data-driven marketing with omni-channel and content marketing strategies. This approach enables us to reach hundreds of thousands of industry audiences both online and offline, hosting 15 events annually across all regions of Thailand. GMTX's platform is dedicated to facilitating technological exchange, enhancing the competitiveness of Thai industries, and fostering collaboration between domestic and international enterprises. Our mission is encapsulated in our motto 'Speed Up B2B Supply Chain'