

**SIA | 2025**

# 第23届中国智能工厂展

THE 23RD CHINA INTELLIGENT FACTORY EXHIBITION

**2025.7.29-31**

国家会展中心(上海虹桥) Date: July 29-31, 2025  
Venue: National Convention and Exhibition Center (Shanghai Hongqiao)

## 组织机构

▶ 主办单位  
中国设备管理协会

▶ 承办单位  
上海国展世信展览有限公司

## ORGANIZATION

Organizers  
China Equipment Management Association

Undertaking unit  
Shanghai CE-ShiXin Exhibition Co., Ltd.

# 大会前言 CONFERENCE

《中国制造2025》的行动纲领为中国工业由“制造”向“智造”的转型升级、工业高质量发展、行业精细化管理提供了行动指南。而自动化作为工业智能改革中的基石，无疑是转型中的重中之重。上海作为国家中心城市、超大城市，制造业的发展和管理成为上海经济与社会发展之路上的重要保障。历经几年创新变革，上海制造业已基本形成从“基础支撑核心技术”到“较为完整的行业智能产业链”转变。在人工智能关键技术、应用场景、科创资源、政策保障等方面都具有坚实的发展基础。

在良好的政策条件及市场环境下，SIA中国智能工厂展（简称：SIA）将于2025年7月29日至31日在国家会展中心(上海虹桥)隆重举办！SIA是国内专注于智能制造行业的专业大展，展品涵盖工业自动化、工业机器人、物联网、人工智能、工厂物流、智能传动等领域。展会将秉承“数智赋能·智造未来”的核心理念，继续肩负使命，专业塑造智能制造行业信息技术交流、全品类装备采购的综合性贸易盛会，积极促进城市产业创新升级，努力推动中国制造业的繁荣发展！

The action program of "Made in China 2025" provides action guidelines for the transformation and upgrading of China's industry from "manufacturing" to "intelligent manufacturing", high-quality industrial development, and fine industry management. Automation, as the cornerstone of industrial intelligence reform, is undoubtedly the top priority in the transformation. Shanghai is a national central city and super city, and the development and management of manufacturing industry has become an important guarantee for Shanghai's economic and social development. After several years of innovation and change, Shanghai's manufacturing industry has basically formed a transformation from "basic support core technology" to "a relatively complete industry intelligent industrial chain". It has a solid foundation for development in the key technologies of artificial intelligence, application scenarios, science and innovation resources, and policy guarantees.

Under favorable policy conditions and market environment, SIA China Intelligent Factory Exhibition (hereinafter referred to as: SIA) will be held at the National Convention and Exhibition Center (Shanghai Hongqiao) from July 29 to 31, 2025! SIA is a professional exhibition focusing on the intelligent manufacturing industry in China, with exhibits covering industrial automation, industrial robots, Internet of Things, artificial intelligence, factory logistics, intelligent transmission and other fields. The exhibition will adhere to the core concept of "intelligent data empowerment · Intelligent future", continue to shoulder the mission of professionally shaping the intelligent manufacturing industry information technology exchange, a comprehensive trade event of all categories of equipment procurement, actively promote urban industrial innovation and upgrading, and strive to promote the prosperity and development of China's manufacturing industry!

 展览规模	 参展商	 采购观众	 同期论坛
Exhibition scale	exhibiting company	Purchasing audience	Concurrent forum
<b>60000 m<sup>2</sup></b>	<b>1000+</b>	<b>100000+</b>	<b>50+</b>

**供需对接**  
Industrial matchmaking

**发掘商机**  
business opportunity

**交流技术**  
AC technology

**前沿趋势**  
Front Trends



# 历届参展品牌

## PREVIOUS PARTICIPATING BRANDS



\*部分参展企业, 排名不分先后  
\*Some exhibitors, ranked in no particular order

# SIA中国智能工厂展

SIA CHINA SMART FACTORY EXHIBITION

## 01 自动化技术



### 工业自动化

SMT表面贴装技术、非标自动化生产线、全自动包装机、自动贴标机、激光打标机、3D打印、自动点胶机、自动绕线机、各种自动化生产线、检测设备、仪器仪表及测试测量技术、智能工厂整体解决方案、电子零部件及辅助设备；

### automation in industry

SMT surface mounting technology, non-standard automatic production line, automatic packaging machine, automatic labeling machine, laser marking machine, 3D printing, automatic dispensing machine, automatic winding machine, all kinds of automatic production line, testing equipment, instrumentation and test and measurement technology, intelligent factory overall solution, electronic parts and auxiliary equipment.

## 02 机器人技术



### 智能装备及工业机器人

电子智能装备、人工智能、激光自动化设备、智能装配与传输设备、智能仓储系统、汽车制造解决方案、工业机器人整机、移动机器人、机器人系统集成、机器视觉、机械手、减速器、相关装置及零部件等；

### Intelligent equipment and industrial robots

Electronic intelligent equipment, artificial intelligence, laser automation equipment, intelligent assembly and transmission equipment, intelligent storage system, automobile manufacturing solutions, industrial robot complete machine, mobile robot, robot system integration, machine vision, robot, reducer, related devices and parts.

## 03 控制系统技术



### 智能控制系统

控制系统、ERP/MES/WMS系统、PLC、SCADA、传感器和执行器、行星减速机、伺服电机、连接器、人机界面、运动伺服、机箱机柜、嵌入式系统、工业电源、电力电工、连接器、线缆、电气设备、过程和能源自动化系统、智能工厂解决方案等；

### intelligent control system

Control systems, ERP/MES/WMS systems, PLC, SCADA, sensors and actuators, planetary reducers, servo motors, connectors, HMI, motion servo, chassis cabinets, embedded systems, industrial power supplies, power electricians, connectors, cables, electrical equipment, process and energy automation systems, smart factory solutions, etc.

# SIA中国智能工厂展

SIA CHINA SMART FACTORY EXHIBITION

## 04 物联网技术 U4

### 工业物联网

工业通讯、物联网、大数据/云计算、工业以太网、工控机、通讯、网络和现场总线系统、组装及搬运系统、线性定位系统、工业自动化信技术及软件、信息安全等；

### Industrial Internet of Things

Industrial communication, Internet of Things, Big Data/cloud computing, Industrial Ethernet, industrial computer, communication, network and fieldbus systems, assembly and handling systems, linear positioning systems, industrial automation information technology and software, information security, etc.

## 05 机械传动技术 U5

### 机械传动技术

直线运动系统、电气传动、齿轮传动、链传动、带传动、传动联结件、各类机械装备及检测仪器等；

### Mechanical transmission technology

Linear motion system, electric transmission, gear transmission, chain transmission, belt transmission, transmission coupling parts, all kinds of mechanical equipment and testing instruments.

## 06 流体传动技术 U6

### 流体传动技术

液压技术、气动技术、密封技术、流体传动及元件等；

### Fluid transmission technology

Hydraulic technology, pneumatic technology, sealing technology, fluid transmission and components.



# 观众来源方式+全方位媒介渠道

## DIGITAL OPERATION + ALL-ROUND PUBLICITY

### ● 全网数字化渠道——精准定位+全网覆盖推广

统一营销策划：10+专业营销人员，甄选优质渠道，绘制专业观众画像，洞察高价值观众群体，进行多渠道、多平台、线上线下联动式病毒式营销，为展会科学引流，保障展商效果最大化。

Unified marketing planning: 10+ professional marketing personnel, select high-quality channels, draw professional audience portraits, insight into high-value audience groups, multi-channel, multi-platform, online and offline interactive viral marketing, scientific drainage for the exhibition, to ensure the maximum effect of exhibitors.

### ● 商协会、媒体等合作机构定向邀约

上届展会，中国国际贸易促进委员会商业行业委员会向全国40多个分会下发函，力邀当地相关资源方倾力合作，并联合湖南省电池产业协会、赛迪研究院等多方行业协会以及媒体平台定向邀约，有效组织及吸引专业观众到场参观洽谈，并联合电视台、新闻等主流媒体以及抖音、百度、头条等新媒体平台进行深度宣传。

At the last exhibition, the Business Industry Committee of the China Council for the Promotion of International Trade issued a letter to more than 40 branches across the country, inviting the relevant local resources to cooperate, and jointly inviting the Hunan Battery Industry Association, CCID Research Institute and other industry associations and media platforms, effectively organizing and attracting professional visitors to visit and negotiate. And in conjunction with TV stations, news and other mainstream media as well as new media platforms such as Tiktok, Baidu, Toutiao for in-depth publicity.

### ● 客服中心一对一精准邀约

统一客户服务：20+专业客服人员，从10万+报名观众中甄选出5万名专业采购商，进行1对1邀请，提供专属福利及供需配对服务，确保专业观众观众到场率75%以上。

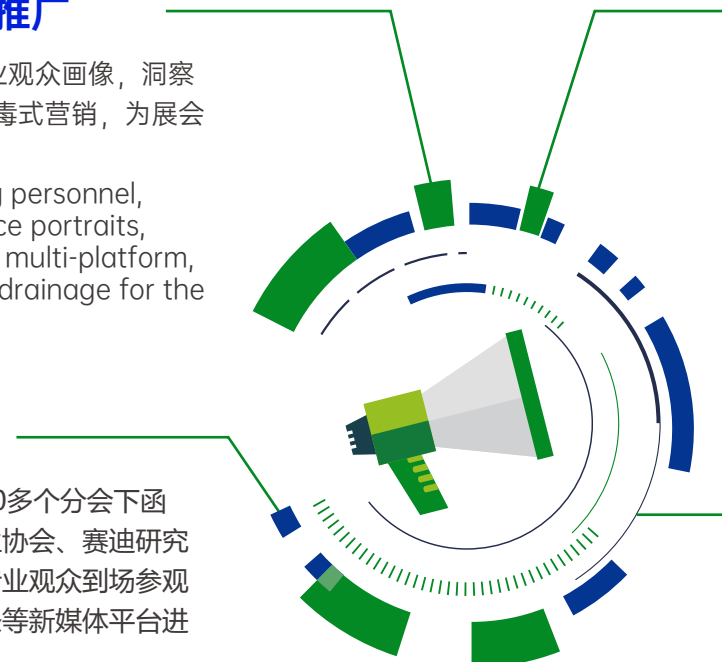
Unified customer service: 20+ professional customer service staff select 50,000 professional buyers from 100,000 + registered visitors for 1-to-1 invitation, providing exclusive benefits and supply and demand matching services to ensure that the attendance rate of professional visitors is above 75%.

### ● 线下广告宣传

高速、地铁、楼宇等区域定向覆盖全方位立体化宣传。

上届展会，我公司在江浙沪高速沿线、各大高铁站以及主要工业城、园区等精准投放高质量广告牌共60余块，全面提升展会的传播力与影响力，吸引更多业内高质量的专业观众到场。

High-speed, subway, buildings and other areas of directional coverage of a full range of three-dimensional publicity. In the last exhibition, our company accurately put more than 60 high-quality billboards along the high-speed lines of Jiangsu, Zhejiang and Shanghai, major high-speed railway stations and major industrial cities and parks, comprehensively enhance the communication power and influence of the exhibition, and attract more high-quality professional visitors in the industry.



“ 全网360°数字化  
营销渠道  
MEDIA  
PARTNERS

五大搜索引擎：百度搜 | 神马搜索 | 360搜索 | 搜狗搜索 | 谷歌搜索

四大门户网站：新浪 | 网易 | 搜狐 | 腾讯

十大自媒体平台：微信公众号 | 腾讯新闻 | 今日头条 | 百家号 | 知乎 | 大鱼号 | 搜狐号 | 大风号 | 新浪看点 | 微博

八大视频平台：抖音 | 视频号 | 西瓜视频 | 火山视频 | 腾讯微视 | 好看视频 | 快手 | B站

50+行业媒体平台：行业B2B平台 | 百度爱采购 | 中国制造网 | 维科网 | 中国自动化网 | 中自网 | 中华工控网 | 荣格工业传媒 | 电气自动化网

# 观众分析

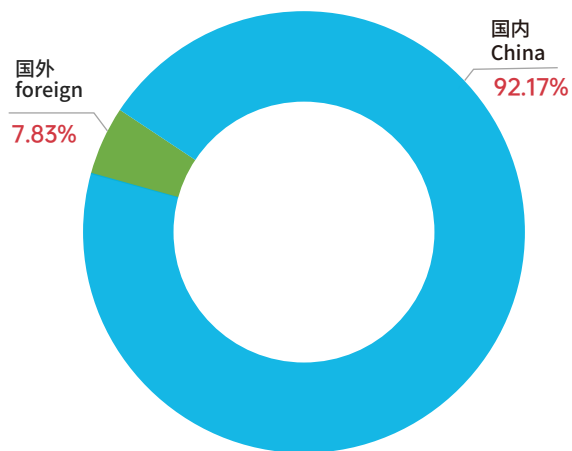
## ABOUT VISITORS

上届SIA上海智能工厂展共吸引了65972+专业观众到场参观采购。其中，国内观众来自31个大陆省份和地区，占总观众比例的92.17%，与往届相比人数上涨20%左右，而华东区域以80.65%观众比例成为国内观众最主要来源地区。海外观众则来自71个国家和地区，占总观众比例的7.83%，其中有3.57%的海外观众来自北美洲，整体海外观众以超过2%的人数比例逐届递增。

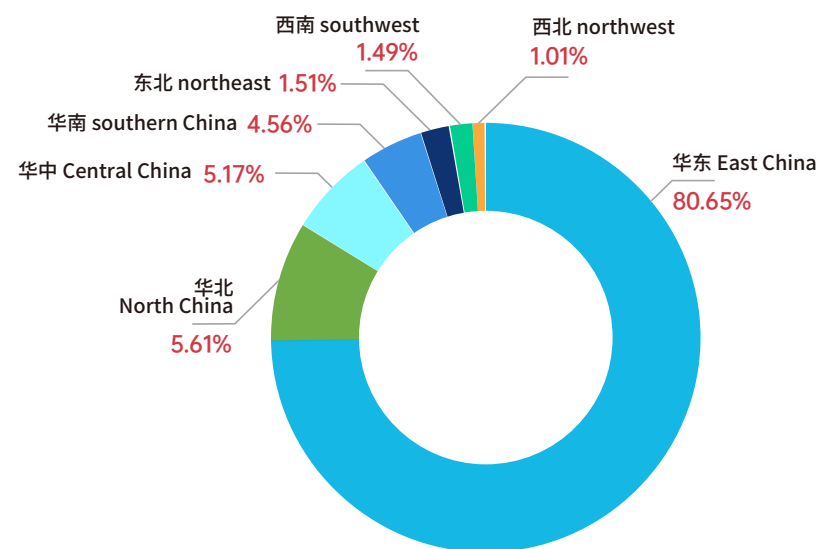
The last SIA Shanghai International Intelligent Factory Exhibition attracted a total of 65,972 + professional visitors to visit and purchase. Among them, the domestic audience came from 31 mainland provinces and regions, accounting for 92.17% of the total audience, an increase of about 20% compared with the previous session, while the East China region with 80.65% audience proportion became the main source of domestic audience. The overseas audience came from 71 countries and regions, accounting for 7.83% of the total audience, of which 3.57% of the overseas audience came from North America, and the overall overseas audience increased by more than 2%.



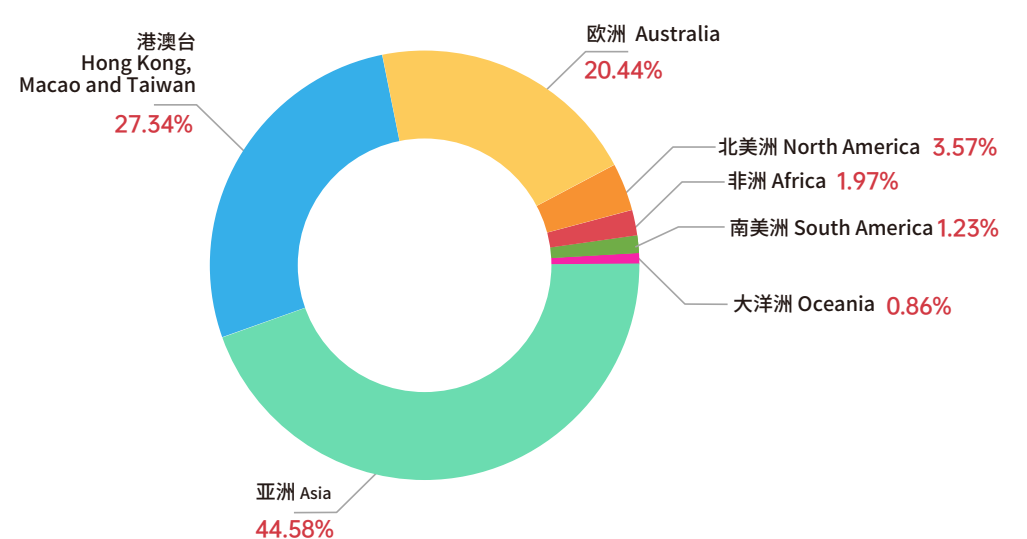
◆ 观众类别分析  
Audience category analysis



◆ 大陆地区观众区域分类统计  
Mainland audience classification statistics

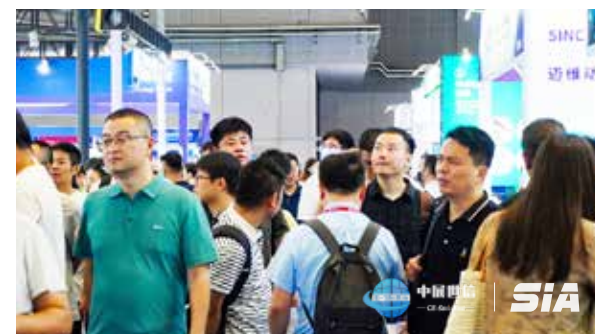
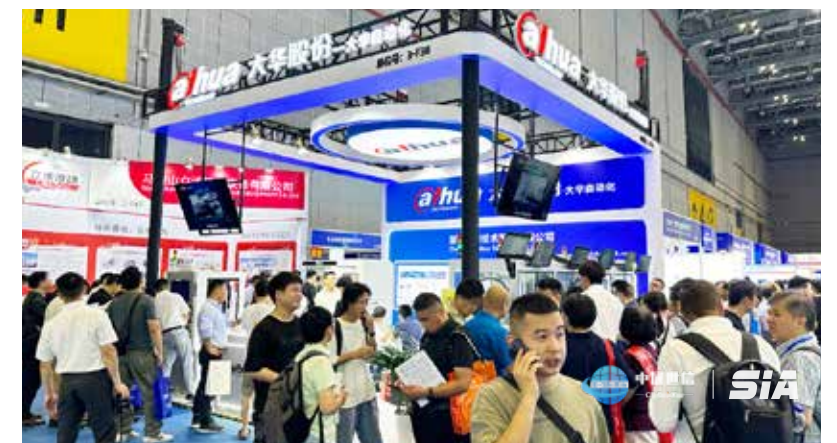


◆ 海外国家和地区统计  
Statistics of overseas countries and regions



# 上届精彩回顾

WONDERFUL REVIEW OF THE LAST SESSION





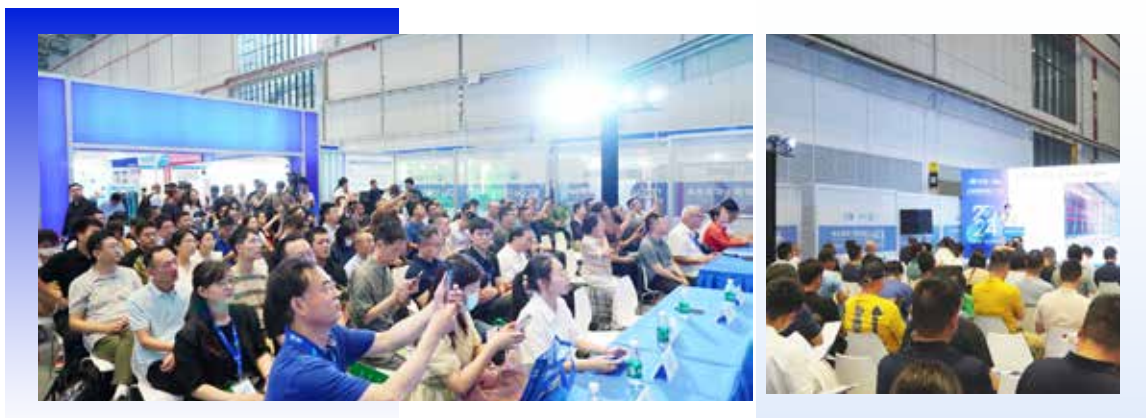
# 技术高峰论坛和专题活动

## TECHNICAL SUMMIT FORUMS AND SPECIAL EVENTS

### 论坛背景 TECHNICAL FORUM

展会举办多场与智能制造相关的大型技术论坛峰会，保持“研学一体化”的风格，聚焦“智能工厂应用”、“工业互联网”、“智慧工厂”等主题，邀请了多位政企领导、行业精尖、学院教授参与演讲。以其对行业现状、对未来发展更深刻的理解和前瞻性的判断，来向大众更透彻地解析行业当下痛点及未来高质量的发展趋势，共同分享智能制造技术研究领域的实践成果，探讨产业转型发展的机遇与挑战，推动中国制造企业的创新升级。

The exhibition held a number of large-scale technology forum summits related to intelligent manufacturing, maintaining the style of "integration of learning and research", focusing on the theme of "smart factory application", "industrial Internet", "smart factory", and invited a number of government and enterprise leaders, industry experts, and college professors to participate in the speech. With its deeper understanding of the current situation of the industry and future development and forward-looking judgment, to analyze the current pain points of the industry and the future high-quality development trend of the public more thoroughly, to share the practical results in the field of intelligent manufacturing technology research, to explore the opportunities and challenges of industrial transformation and development, and to promote the innovation and upgrading of Chinese manufacturing enterprises.



### 论坛拟邀演讲嘉宾

工作单位	职务
华为技术	-----
深圳市大族机器人科技有限公司	副总经理
基恩士中国	高级工程师
德马泰克国际贸易（上海）有限公司	市场总监
博众精工科技股份有限公司	行业总监
中科新松有限公司	华东区销售总监
三一机器人科技有限公司	行业总监
川崎机器人（天津）有限公司	上海分公司销售部经理
KUKA（中国）有限公司	高级工程师
深圳市华汉伟业科技有限公司	行业总监
梅卡曼德机器人科技有限公司	高级销售经理
深圳市海柔创新科技有限公司	行业总监
上海发那科机器人有限公司	行业总监
节卡机器人股份有限公司	待定
苏州源控电子科技有限公司	总经理
杭州海康机器人股份有限公司	行业客户总监
中国信息通信研究院上海工创中心	研究中心主任
北京极智嘉科技股份有限公司	总监
.....	.....



# 收费标准

## CHARGING STANDARDS



### ● 展会日程 | Exhibition time

**报道布展:** 2025年7月27-28日 July 27-28,2025 08:00-17:00

**展会开放:** 2025年7月29日 (周二) 09:00-17:00 / July 29,2025 ( tue) 09:00-17:00  
 2025年7月30日 (周三) 09:00-17:00 / July 30,2025 ( Wed) 09:00-17:00  
 2025年7月31日 (周四) 09:00-14:00 / July 31,2025 ( Thurs ) 09:00-14:00

**展会撤展:** 2025年7月31日 July 31,2025 08:00-17:00

### ● 展会地址 | Venue

国家会展中心(上海虹桥) National Convention and Exhibition Center (Shanghai Hongqiao)  
 地址: 上海市青浦区徐泾镇崧泽大道333号  
 No. 333 Songze Avenue, Xujing Town, Qingpu District, Shanghai



标准展位

**标准展位:** [ 9m<sup>2</sup>, 双开加收10%开口费 ]

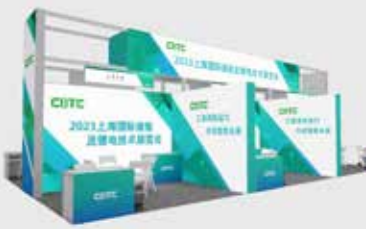
**价 格:** 15,800元 / 9m<sup>2</sup>

**包 含:** 地毯、2盏射灯、1张咨询桌、2把折椅、1个垃圾桶、1个插座

**Standard booth:** [ Minimum 9 sqm ]

**Fee:** 15,800元/9m<sup>2</sup>

**Contain:** Carpet、2 Spotlights 、1 Square、2 Folding chairs 、1 Trash can 、1 Socket



豪华展位

**豪华展位:** [ 12m<sup>2</sup>, 双开加收10%开口费 ]

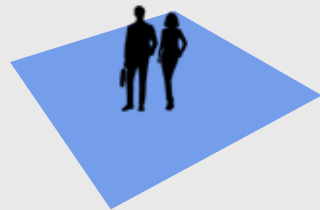
**价 格:** 25,800元 / 12m<sup>2</sup>

**包 含:** 地毯、1个接待台、1张玻璃圆桌、1个垃圾桶、软膜内发光画面、画面制作安装、1张咨询桌、4把折椅、1个插座

**Standard booth:** [ Minimum 12 sqm ]

**Fee:** 25,800元/12m<sup>2</sup>

**Contain:** Carpet, 1 reception desk, 1 glass round table, 1 trash can, picture making, interior light screen, 1 consulting table, 4 folding chairs, 1 socket



室内光地

**室内光地:** [ 36m<sup>2</sup>起租 ]

**价 格:** 1580元 /m<sup>2</sup>

**备 注:** 光地仅提供参展空间

**Bare space:** [ Minimum 36 sqm ]

**Fee:** 1580元/m<sup>2</sup>

**Contain:** Space Only