

Press release

automatica will take place in China for the first time in 2027

18. March 2026

- International expansion of automatica into a key future market
- China as a driver for networked, intelligent automation
- Strong partnerships ensure relevance and market access

automatica, the leading trade fair for smart automation and robotics, is expanding its global brand strategy and will take place in China for the first time in 2027. automatica Shanghai 2027, organized by Messe München Shanghai and the VDMA representative office in Shanghai, will celebrate its premiere from March 8 to 10, 2027, at the Shanghai New International Expo Centre. The event will thus take place concurrently with LASER World of Photonics China.

“With automatica Shanghai 2027, we are taking an important step in the international expansion of our leading trade fair. China is one of the most dynamic growth markets for robotics and automation. Our goal is to provide companies across the entire value chain with professional access to cutting-edge technologies, innovative applications, and reliable partners,” say Dr. Reinhard Pfeiffer and Stefan Rummel, the two CEOs of Messe München.

Strong Foundation in Germany – International Expansion

Since its inception, automatica has developed into the globally recognized leading trade fair for robotics and automation. It accompanies technological advancements from component research through complete system integrations to digital services and new industrial application scenarios. Due to its high market penetration and technical expertise, it serves as a central meeting place for industry, research, and technology providers.

Global robotics markets are undergoing significant change: they are increasingly evolving from purely functional replacements to intelligent, -connected systems.

Dr. Matthias Glötzner
PR Manager
Tel. +49 89 949-21483
Fax +49 89 949 97-21483
matthias.gloetzn@
messe-muenchen.de

Messe München GmbH
Am Messesee 2
81829 München
Deutschland
messe-muenchen.de



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China plays a key role in this development. automatica Shanghai 2027 will build on this momentum and drive the transfer of technological expertise as well as the integration of innovative solutions.

Strong partnerships for success

The premiere of automatica Shanghai 2027 is supported by renowned industry partners. The VDMA representative office in Shanghai contributes its international expertise and network and works closely with Messe München Shanghai on organizing the event. The China Robot Industry Alliance (CRIA) strengthens the trade fair with its leading position in the Chinese robotics market and its comprehensive knowledge of the local industry.

Working closely together, the partners are creating a solid foundation for an event that showcases cutting-edge international technologies and promotes professional exchange across the entire value chain.

China as a Growth Market – Technology, Applications, Demand

China is increasingly establishing itself as one of the world's leading centers for automation and robotics. A strong industrial base, growing innovative capacity, and the need for modern production technology create an environment with high market potential.

automatica Shanghai 2027 addresses these requirements and showcases technologies in the fields of industrial and collaborative robotics, service and mobile robots, image processing and inspection, drive and control technology, sensor technology, assembly and handling technology, as well as industrial software, AI-based systems, and smart factory solutions.

The event connects decision-makers, developers, and buyers from key industries such as electronics, semiconductors, automotive, healthcare, and new energy.

Messe München

As one of the leading trade fair organizers, Messe München presents the world of tomorrow at its around 90 international trade fairs. Its portfolio comprises trade fairs for capital and consumer goods, as well as for new technologies. These include 14 of the world's leading trade fairs such as bauma, BAU, IFAT and electronica, cooperative events such as the IAA MOBILITY, and numerous guest events. With an international network of affiliated companies and foreign representatives, Messe München is active worldwide. Together with its around 1,200 employees in the Group, it organizes trade fairs in China, India, Brazil, South Africa, Turkey, Singapore, Vietnam, Hong Kong, Thailand, the U.S., and Saudi Arabia.

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Around 150 events held annually attract more than 50,000 exhibitors and around three million visitors in Germany and abroad. That makes Messe München an important economic driver, triggering purchasing power effects in the billions.