

news +++ SPS Smart Production Solutions Atlanta

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ATLANTA

July 18, 2025

NEMA President & CEO Debra Phillips to Headline SPS Atlanta 2025 with High-Impact Keynote: “Powering the Electric Future”

As the U.S. faces unprecedented electricity demand, Debra Phillips of NEMA will deliver a powerful keynote at SPS Atlanta 2025, exploring the critical role of technology, policy, and industry collaboration in building a resilient and reliable electric future.

SPS Atlanta, the Southeast’s premier event for smart and digital automation, is proud to announce that [Debra Phillips](#), President and CEO of the National Electrical Manufacturers Association (NEMA), will headline the keynote stage at SPS Atlanta 2025, taking place September 16–18 at the Georgia World Congress Center.

Her keynote, [“Powering the Electric Future: Technology, Policy and the Path to a Reliable Grid.”](#) will spotlight one of the most urgent issues facing the automation and manufacturing sectors: how to scale, secure, and modernize the U.S. electrical grid to meet skyrocketing energy demand.

As electricity demand accelerates across the U.S., her presentation will explore how the electroindustry is positioned at the nexus of technological advancement, economic growth, and policy development. With U.S. electrical manufacturers having invested over \$185 billion since 2018, Phillips will outline the strategies, innovations, and regulatory frameworks essential to building a reliable, secure, and affordable energy system that can meet the needs of an increasingly electrified economy.

Key discussion points will include:

- NEMA’s forecast for regional and national electricity demand growth through 2050
- Emerging technologies transforming grid infrastructure
- Public-private collaboration needed to ensure energy resilience and national security

“Debra’s leadership and perspective are vital to understanding how industrial innovation, investment, and policy must align to meet the realities of a transforming energy

landscape,” said Greg Jira, Group Show Director, Messe Frankfurt, Inc. “We’re honored to welcome her to SPS Atlanta 2025 as we convene industry leaders driving smart manufacturing and a more electrified future.”

Robust Education Program Anchors SPS Atlanta 2025

Phillips’ keynote is part of a dynamic [education program featuring 20+ sessions and speakers](#) from across the industrial automation spectrum. The conference will showcase thought leaders and technical experts discussing critical trends including:

- Industrial cybersecurity and connectivity
- Smart sensors and intelligent systems
- Workforce transformation and digital enablement
- Edge and cloud integration for real-time operations

From actionable strategies to future-forward insights, the education program is designed to equip manufacturers, engineers, and automation professionals with the tools they need to thrive in a connected, data-driven era.

Collaboratively organized by Messe Frankfurt Inc., Mesago Messe Frankfurt and The Association for Manufacturing Technology (AMT), SPS Atlanta 2025 is more than a tradeshow—it’s becoming the epicenter for smart manufacturing in the Southeast, featuring automation technologies, live demos, and leadership perspectives driving the next industrial revolution. [Registration is open.](#)

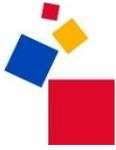
For information on exhibiting, sponsorships, or speaking opportunities, visit www.spsamericas.com and follow **#SPSAtlanta25** on any of the social platforms for updates.

Links to sites:

<https://www.facebook.com/profile.php?id=61556407734239>

<https://www.linkedin.com/company/smart-production-solutions-atlanta/>

https://www.instagram.com/sps_atlanta/



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