Press release

**SIAMS is a specialist technology trade fair and a keenly anticipated event in the microtechnology sector, according to a study.**

**An independent study carried out among SIAMS exhibitors highlighted the technology focus of this microtechnology trade fair, the main industrial event in the Jura Arc region of Switzerland. Created around a strong core of loyal companies, SIAMS is regarded as a showcase for the specific skills and expertise of the regional industry in the widest sense. Study findings also revealed that exhibitors also particularly value the friendly nature of the event. A few months ahead of the next trade fair, these findings consolidate the positioning of an event created back in 1989 by industry representatives to meet the specific needs of companies operating in the microtechnology sector.**

SIAMS, the trade fair for microtechnology, was launched in 1989 with the initial aim of meeting the needs of industry and entrepreneurs in the Jura Arc region, who wanted an appropriate showcase to demonstrate the excellence of their products. **SIAMS**, the French acronym for the “Trade Fair for automation, machine tool and sub-contracting industry” grew out of the prevailing industrial environment across the Jura Arc region. However, this initial project, backed by those with a passion for microtechnology and high-precision industry, quickly evolved with microtechnology companies from Switzerland and abroad soon starting to exhibit at the fair. In 2012 almost 450 companies exhibited at SIAMS, which was also attended by 15,000 visitors.

**Meeting the expectations of the industrial world**

SIAMS is very aware of this direct relationship with the industry and is keen to maintain these links. The event wanted to know what its exhibitors expect, what their needs are and how satisfied they are so that it could consider possible improvements for the future and continue to meet their requirements. Around one hundred companies agreed to take part in the survey which covered the machinery, machine tool, peripherals and the services sub-contracting sectors. The survey results confirm that the companies surveyed are very happy with the event.

Firstly, exhibitors point to the specific technological remit of SIAMS. From their perspective, the microtechnology trade fair is a highly focused and specialised meeting place for exhibitors and visitors alike. This concentrated focus is one of the event's key selling points. Secondly, the event in Moutier is renowned in the corporate sector for its friendliness and atmosphere, therefore providing a pleasant setting for meeting clients, partners and sub-contractors. Finally, the logical association between the specialisation of the trade fair and that of the Jura Arc region in the wider sense is very clear from the survey responses. SIAMS is thus perceived as having the backdrop of a microtechnology region which has helped to make the event unmissable for those working in the industry and for the many SMEs operating in these leading-edge technologies.

**A backbone of repeat exhibitors**

The satisfaction study carried out at the request of SIAMS also revealed a core of very loyal exhibitors at the microtechnology fair. Representative of the technologies being presented, these renowned companies have been the event's ambassadors over the years and embody its technological focus. Visitor quality (15,000 visitors in 2012) is a key aspect in the success of the biennial event due to the close link between the fair's specialisation and its exhibitors. Members of the public who visit the trade fair are also closely linked to the fields represented. Finally, the friendly nature of the organisers and their flexible approach, as well as the welcome given to trade fair participants, all contribute to companies' satisfaction levels when surveyed about the event.

**Future challenges: To continue to improve, to attract more international visitors and to promote the industry of the Jura Arc region.**

Two thirds of the companies surveyed believe that SIAMS has generally improved over time, in terms of organisation, logistics and also infrastructure. Nevertheless, SIAMS remains conscious of the need to continue its progress in all of these areas and of its obligation to attract more visitors. The major future challenges facing SIAMS are to continue to improve and to attract more international visitors. In achieving these objectives SIAMS will be well placed to contribute to the promotion of the Jura Arc region and its industrial players.

A biennial microtechnology trade fair, SIAMS is therefore continuing its commitment to high-precision industries by offering a customised platform at which the major players can convene. SIAMS 2014, from 6 to 9 May in Moutier, in the heart of the Jura, aims to fulfil this key mission working for the interests of microtechnology experts.