



Le salon des moyens
de production microtechniques
Die Messe der Produktionsmittel
der Mikrotechnik



PRESS RELEASE

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SIAMS 2016 – A Record Level of Inquiries

10 months before it will open, the Automation, Mechanics and Subcontracting Fair, which will take place in Moutier from April 19th till April 22nd, 2016, shows a record number of rental requests. On June 22nd, the organizers will unveil new aspects of the fair with the launch of the new website, which is especially dedicated to registrations. And, starting on June 29th, the Advisory Exhibitors' Committee will hold its first meeting to share ideas and help improve the implementation of the fair.

Although registrations can only be submitted from June 22nd, the level of anticipated demands is very high. Laurence Gygax, Account Manager, attributes this phenomenon to the great success of the 2014 event and says: *"Our loyal customers have never before been in such a hurry to register, and more than 40 interested new parties have contacted us to date. We have already been contacted quite a lot since March. This bodes well and indicates that SIAMS holds an important place in the strategy of companies active in microtechnology and the precision industry."*

Will there be enough space for everyone?

The rental exhibition surface of nearly 8,000 m² cannot be expanded and the organizers expect to have to turn people away. CEO Pierre-Yves Kohler explains: *"The limited size and number of around 450 exhibitors can be seen as a handicap, but is also one of the strong points of SIAMS. This allows us to offer visitors only stands focusing on the stakeholders of the microtechnology production chain. It is thus possible to organize a one-day visit to Moutier and still have the guarantee of finding the stakeholders that count in the field of European microtechnology."* As a result of this upwardly limited number of exhibitors and the effect of a niche-type trade fair, available stands are quickly rented. If readers are interested, it is recommended to register from June 22 online at www.siams.ch.

An Exhibitors Committee to Better Meet the Needs of the Industry

That SIAMS was successful right from its first event in 1989 is due to the fact that, from its very beginning, the fair emerged from the industry itself and was created to fit its requirements. But even if its history seems to confirm that SIAMS has remained on track throughout, the organizers have decided to listen even better to their exhibitors. To this end, an advisory committee was established. It comprises some twenty representatives of companies active throughout the production chain of microtechnology and the different language regions. However, it is not only composed of unconditional supporters of the fair. The CEO adds: *"Our goal is not to congratulate ourselves, but to exchange ideas, listen to criticism and, together, build on this so SIAMS will always perfectly satisfy the needs of its exhibitors. The reactions of the companies we contacted to date were mainly positive, confirming our belief that this approach is appreciated."*

Ready to Change

In May, the new image of SIAMS has partially already been unveiled on Facebook on the page of FAJI SA, the organizers of SIAMS (www.facebook.com/FAJIndustrie), through advertising campaigns and, finally, by sending the registration documentation to customers. All those who have seen the new look and asked for more information agree: the new identity appeals to them and is perceived as both positive and dynamic. Laurence Gygax completes the impression: *"We reworked our visuals to rejuvenate our image, but this is not just cosmetic. We want to try new ways, while maintaining the strong aspects of our fair. We are actively working on turning all contacts with SIAMS into a positive experience."* And, of course, the organizers will do everything possible to maximize the number of visitors in Moutier in early 2016.

A New Communication Service for Exhibitors

The new SIAMS website is to be a tool at the service of our exhibitors. As early as June of this year, they may use the SIAMS Internet platform to communicate their news to the market. Indeed, once they have registered, they will receive a login and be able to publish their news directly on the SIAMS website. From the very moment of publication, their message can be found on the SIAMS homepage, in the news window, along with the company name and the date of publication. Of course, these news will be linked to the exhibitors' own profiles, which visitors to the site may also access. *"With this service, we want to help our customers to become more visible, not only during the event itself but all over the year"*, said Pierre-Yves Kohler.

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Note to journalists:

The next press release with the first registration data and details of the work of the exhibitors is scheduled for September 2015.

The pictures of the new visual appearance and of the SIAMS management team are available here:

<http://pyk.ch/faji/outils%20de%20communication/>