



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



Presse article

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SIAMS 2016: Welcome to the Real World

The SIAMS organizers recently reported a record level of registrations compared to the same period preceding the 2014 edition. Simultaneously, they announced many changes. Alibi functions or real changes? To find out more, we met Laurence Gygax, Customer Manager, and Pierre-Yves Kohler, CEO.

Not a day goes by on which we do not hear news about a particular Internet company or revolutionary virtual system to do business and, to listen to some gurus, classical economics seem doomed to disappear. In this context, SIAMS is a real fair that relies on a targeted and specialized offer and the friendly and congenial aspects of the event. The organizers are convinced of the value of their offer in the real world; however, this does not prevent them to offer high-level services in the virtual world, too.

Staying Focussed

When we get down to a difficult task, we all know that we have to stay focussed. Exactly the same applies to a trade fair such as SIAMS. Mr Kohler explains: *"The fact that SIAMS is a highly specialized event that does not get side-tracked and only presents exhibitors of the entire production chain of microtechnology, allows us to remain focussed and offer an event that puts everything for our visitors in a nutshell."* Thus, it is possible to make a successful visit in one day, without wasting time. Ms Gygax confirms: *"Due to our many contacts with customers interested in the 2016 event, we know that our offer attracts a great number of our exhibitors' customers and they confirm that SIAMS is a fair where they can find new customers and do good business."*

More Evolution Than Revolution

Compared to the superlative edition of 2014, the organizers want to focus on the strong points of the fair and further improve any points that can be improved. The signage of the premises used in 2014 had room for improvement and, in 2016, the organizers want each exhibitor and each visitor to be able to navigate und immediately find the stands or infrastructure they are looking for. Another important novelty for SIAMS is the free admission to the fair for all those visitors who register online and download their ticket. At the entrance, the tickets will be scanned, so there will be no waiting and the flow of visitors will be optimized. Of course, it will still be possible to get tickets at the entrance, but these will have to be paid for. The Director adds: *"We shall widely communicate this to get visitors to register online, but unfortunately for the others, we shall still have to use payable tickets to cover the costs."*

A Virtual Service to Replace the Factual One

In recent years, registrations for SIAMS were already fully handled online, and this year the system will be further simplified and improved. Registration is very easy and quick. When the website of the fair was redesigned, the organizers sought to make it even more user-friendly and valuable to exhibitors. One of the newly realized ideas is the novel NEWS system for exhibitors. They may now

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publish information on their products and enterprises from the date of registration. Thus, the www.siams.ch website offers the service of a targeted “information portal” in the value chain of microtechnology production. *“This is an additional service, which allows all our exhibitors, even the smallest companies that do not have their own communication service, to easily and quickly publish information for their own target group”*, thus Mr Kohler.

In High Demand

Ever since the beginning of this year, more than 40 companies, which never before exhibited at SIAMS, contacted the office in order to book a stand – and the usual customers are not lagging behind either as more than a third of the surface is already reserved for the usual “large stands” although registration has not even begun yet. Ms Gyga explained: *“The level of demand has never been higher and we attribute this to the success of 2014 but also to the fact that SIAMS remains focussed on its key markets.”* As a consequence, the organizers expect to have to perform miracles to find room enough for everyone. Mr Kohler added: *“The exhibition area is somewhat less than 8,000 m² and fixed; we do not intend to increase it by adding tents or scaling down aisles and alleys.”* The message is quite clear and if you are interested, you are advised to register quickly.

Reasonable-Sized Stands

The average stand at SIAMS is about 17 m², but as machine companies need stands of 70 m² or more, it is reasonable to say that the majority are smaller stands. With a stand of 7.5 – 9 m² it is already possible to have a visible presence at the fair that is far from negligible. This aspect is asserted by SMEs, too, which can thus be at the very heart of the action with a moderate investment.

Transparency as a Slogan

As mentioned above, the organizers have set up a system of registration that aims to make the number of visits transparent. *“The escalation of figures is ridiculous; fairs are supposed to announce record figures with every event ... so much so that you tend to doubt them sometimes. And exhibitors are not stupid, for if visitors to their stand have decreased by 10% compared to the last event while the organizer announced a 10% increase, it's quite likely that some of the figures are wrong”*, thus the CEO. Another way to promote transparency is the establishment of an (advisory) Exhibitors' Committee. The organizers contacted about twenty companies active throughout the value chain of microtechnology production to share their concepts, ideas, and developments of SIAMS with them and, thus, be able to implement actions that truly correspond to the latter's concerns. Ms Gyga avers: *“The response was quite positive and almost unanimously so; the committee was established very quickly and we are looking forward to our first meeting.”*

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Why Exhibit?

Participating in a trade fair is an investment in money, personnel, and considerable time and, therefore, it is important to select it carefully.

Why participate in SIAMS?

- Moutier is situated in the very centre of the traditional market for small precision parts,
- the entire microtechnology production chain meets in a single place,
- the fair specializes in the areas of “small and precise” parts,
- its manageable size allows you a visit in a single day,
- the stands are all of a certain size and there is no outdoing others,
- economically, it is not necessary to have a large stand to be seen and noticed,
- due to its historical and regional roots, the fair allows exchanges on all levels of a company as both exhibitors and visitors know that SIAMS is focussing on fields of expertise and production and not on its image,
- in its 15 events to date, SIAMS has succeeded in developing the profile of an affordable specialist, which is recognized by national and international buyers alike,
- the presence of exhibitors from the entire value chain of microtechnology moreover allows them to do business with each other,
- and offer synergies to visitors that further enhance the attractiveness of the fair,
- over the years, SIAMS has become increasingly international and attracts more visitors each time.

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Will SIAMS Change in a Radical Manner Then?

Not very likely, is it? The organizers want to base their plans on the success of the preceding events, preserving what works and improving whatever can be improved, striving to offer even more value to their exhibitors. What was quite striking during our discussions is the enthusiasm of the team in charge. SIAMS is a project that is still going strong. The organizers never stop setting themselves new challenges and seeking to do even more for their customers. *“Today, we strive to implement actions to ensure high-quality visitors, above all clients from all over Switzerland, southern Germany, neighbouring France and, more generally, from the entire microtechnology cosmos. We hope that our exhibitors will benefit from a level of visitors that allows them to establish new and productive contacts and that their success here will make them return in 2018.”*

SIAMS SA

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Images and captions next page

Images and Captions



Laurence Gygax, Customer Manager, and Pierre-Yves Kohler, CEO of SIAMS in front of the new corporate-identity visuals of SIAMS.



The Forum de l'Arc in Moutier will also benefit from the visual makeover. The organizers expect about 450 exhibitors and more than 17,000 visitors from April 19th till April 22nd, 2016.



With its online NEWS system for its customers, SIAMS aims to offer them a true value-adding service. *“In this manner, even a very small company, which does not have the communication possibilities of the larger companies, may easily communicate with its customers”*, Laurence Gygax said.