



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



Media Release

SIAMS 2016 – No. 3

September 4th, 2015

SIAMS 2016 – Tangible Results for Exhibitors

Nine months before the event, Hall 1.1, dedicated to machinery and equipment, is already fully rented, while other halls are quite a lot fuller than in the same period in previous years. The number of remaining stand spaces is rapidly diminishing and, given this particular indicator, the 2016 edition is already now a success. However, far from resting on their laurels, the organizers are actively working to turn the 2016 fair into an exceptional vintage.

“From mid-June to mid-July, we were able to confirm a full 250 stands, something to date entirely unheard of so early in the year”, said Customer Manager Laurence Gygax. Why such an enthusiastic response? The organizers think this is mainly due to the success of the 2014 event and that, despite a difficult period, the exhibitors feel that their presence at SIAMS is important. “The next challenge, once all the space is rented, will consist of organizing a high-quality event so that exhibitors and visitors alike will leave the fair overwhelmed by their visit to Moutier”, added CEO Pierre-Yves Kohler.

The Exhibitors' Committee Deals with Concrete Issues

At the end of June, about twenty business leaders gathered at Schaublin Machines SA in Bévillard to work on SIAMS 2016. In this ultra-modern context, discussions proved to be impassioned and exciting. Let's have a look at four of the issues discussed.

1 – Hall 2.2 in a Cul-de-Sac

Given that Hall 2.2 is located in a cul-de-sac road, the organizers looked for a solution, which guaranteed sufficient customer traffic. The logical solution was obvious but it needed the Exhibitors' Committee to define it. For this hall, a third entrance will be realized and one of three buses transporting visitors to the fair will stop there.

2 – On Attracting Contractors

Subcontractors, above all turners, noted that SIAMS should not simply become “another machine fair” and that contractors needed to be actively courted. But to have them come to the fair, SIAMS needs to offer them a number of interesting potential subcontractors. The snake biting its own tail? The CEO replied: *“Indeed, but considering the turning industry, for instance, several new companies have registered, which should make the fair interesting for contractors searching such solutions.”* Anyway, the organizers are currently compiling a programme to promote visits to the fair.

3 – Need SIAMS Offer a Nocturne?

Another issue raised by the committee: is it possible to arrange a nocturne, for instance keeping the fair open on one evening until 7:30 p.m. instead of 5:30 p.m.? The opinions of the Committee members were divided and the organizers will shortly ask all exhibitors for their opinion.

4 – How to Optimize 2018?

Another important point concerns the stand reservations. Several members suggested that exhibitors should be able to reserve stands from one event to the next. The organizers will consider a concept and propose it to the Committee.

“I should like to thank the Committee, whose members have all taken the time to come to Bévillard and share their ideas and wishes – this is of immeasurable value for us”, said Pierre-Yves Kohler. He added: “We are under pressure and we do not want to disappoint them.”

News at the Service of the Exhibitors

During discussions on the visibility of SIAMS and the “yo-yo” effect of every other year, the organizers strove to find a solution that does not only allow SIAMS to maintain a presence throughout the year but also provides the same opportunity to its exhibitors. The idea? The news publishing system, which combines the information of SIAMS itself with that of the umbrella associations and of the exhibitors. The response was very quick and positive, and in the few days before vacations there were more than 10 news published by the exhibitors, and the system continues to be widely used. Patrick Hirschi, Sales Manager with Applitec and the first user of the system told us: *“I am a fan of this system; it is user-friendly and allows me to publish news at my pace by simply using the ‘copy-paste’ function. Without this opportunity, I should probably not have communicated my news.”*

Our exhibitors’ news are also widely present in the social media such as Facebook, LinkedIn, Twitter, and Pinterest.

A High-Quality Platform Open to the World

All SIAMS exhibitors share the quality “DNA” representative of this extended Jura region of microtechnology, from Southern Germany to Haute-Savoie. Ms Gyax added: *“Most exhibitors are Swiss and a large part are from the actual Jura region, though that does not necessarily make SIAMS a merely regional fair.”* To illustrate her proposal, she cited the following story: *A client of one of our exhibitors visited SIAMS to look for solutions to concrete machining problems, for he could not find a sufficiently effective and specialized equipment in the United States. He went back, delighted by SIAMS because he found a solution to machining his parts... while others among our exhibitors found an American client.”* These synergies are also one of the strong points of the Moutier fair.

A visit to Moutier in April 2016 really seems like a good idea, doesn't it?

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Notes to journalists:

The next release, which will present the programme of the SIAMS 2016 week and will detail current actions, is scheduled for December 2015.

On the following pages: news by SIAMS exhibitors plus pictures and their captions.

News by SIAMS Exhibitors

To help exhibitors communicate in a targeted manner, SIAMS has set up a new publishing tool for news and put it at their disposal. From the date of their registration, they are now given the opportunity to publish their news on the SIAMS website in a completely autonomous and easy-to-manage way (cf.: <http://www.siams.ch/news>).

31.08.2015 - Tornos SA

[The Tornos family is now expanding with the introduction of the new Swiss GT 13 machine](#)

The engineers at Tornos have worked tirelessly to develop a new machine concept that more than satisfies the customers' low capital cost and high performance demands.

31.08.2015 – FAJI SA

[Promoting the technical trades? With #bepog!](#)

In order to address the lack of human resources in the technical trades, the economics ministers of the cantons Vaud, Neuchâtel, Berne and Jura decided to set up an enhanced project related to the technical trades.

24.08.2015 - SOLO Swiss SA

[70 years of Leadership for SOLO Swiss SA](#)

SOLO Swiss SA offers atmosphere furnaces, batch furnaces, and continuous furnaces used in variety of heat treatment processes. SOLO Swiss has sold over 10'000 furnaces around the world covering many industrial areas, counting many renowned names amongst its clients. Its affiliate company Borel Swiss offers a wide range of standard Furnaces, Ovens, Kilns, and many others equipments since 1927.

21.08.2015 - MW Programmation SA

[Cad/cam - Module "3D 3-5 axis Advanced"](#)

Since this year, a new module is available for Alphacam. This module allows to program complex parts until 5-Axis with different machining strategies.

18.08.2015 - Nabertherm GmbH

[Additive Manufacturing, 3D-Printing](#)

13.08.2015 - Productec SA

[New developments in CAD/CAM](#)

Productec, a company specializing in CNC programming for all machine types and the exclusive agent for CAD/CAM system GibbsCAM in Switzerland and France, has just released the 2015 version of the its software.

04.08.2015 - Louis Bélet SA

[EXPERT Drill stainless steel: 7'000 holes](#)

The cutting tools manufacturer Louis Bélet SA, in Vendlincourt, is putting on the market its new Expert Drill Stainless, reference 370, which is able to bore more than 7 '000 holes in 316L and 904L stainless steels. The holes were drilled in and through 8 mm thick plates without any other centering device.

31.07.2015 - GF Machining Solutions International SA

[Machining Solutions—for You](#)

Manufacturers' increased productivity, precision, profitability and flexibility are at the heart of GF Machining Solutions' customer-centric stand at EMO 2015, October 5–10, Milan, Italy.

24.07.2015 - FANUC Switzerland GmbH

[The new M-2000iA: Defying gravity](#)

New M-2000iA/1700L: the world's strongest robot, who has a unrivalled 1700 kg payload and a flexible 4683 mm envelope.

23.07.2015 - Jinfo SA

[Mastercam Swiss saves you Time](#)

Mastercam Swiss enables the bar-turner to easily and precisely generate points for contouring or complex geometries, guaranteeing increased productivity.

19.07.2015 - Seuret SA

[Showcase of an impressive know-how](#)

Seuret SA, specialized in the overhauling of came type, cutting and rolling machines, moved in early January 2015 into its new premises in the industrial estate of Delémont.

16.07.2015 - Applitec Moutier SA

[NEW brochure PDF "TOP-WATCH"](#)

Watch industry holders and inserts for cam driven machines / CNC machines

14.07.2015 - Carbitec Moutier SA

[CARBITEC MOUTIER SA: not only solid carbide slitting saws!](#)

A dynamic tools range even more efficient!

13.07.2015 - LNS SA

[LNS Group to showcase an array of new products at EMO](#)

The LNS Group, world market leader in machine tool peripherals, introduces an array of innovative products at the EMO trade show in Milan.

13.07.2015 - Applitec Moutier SA

[NEW - APPLITEC IN-Line brochure "Additionnal products"](#)

Solid carbide boring bars from Ø 0.3mm!!

10.07.2015 - Décovi SA

[Décovi S.A. Launches New 1,550 m² Facilities In Vicque](#)

On 28th May, industrial firm Décovi (Vicques/Jura) launched the expansion of its new 1,550 m² facilities, entirely dedicated to watchmaking. This means an investment plan of CHF 4 million for the new building, and CHF 3 million over four years for new machinery.

06.07.2015 - Applitec Moutier SA

[New 2015-2017 Catalogue](#)

The new Applitec catalogue has been completely revised, both in the design and presentation of the items.

The exhibitors' news are also linked to the social media (accessible from the SIAMS home page – www.siams.ch) or the links below:

Facebook - <https://www.facebook.com/FAJIndustrie>

LinkedIn - <http://tinyurl.com/nf5sh36>

Twitter - <https://twitter.com/SIAMS16>

Pinterest - <https://www.pinterest.com/pierreyvesk/siams-2016>

Pictures and Captions



With its simple interface, the news upload system is available to all SIAMS exhibitors.



News by SIAMS exhibitors may also be directly accessed in a simple and effective way on the mobile version of the website at www.siams.ch.



Twenty business leaders have agreed to assist the organizers of the event to make it even better.



Does SIAMS have to open its doors in the evening, too? The Exhibitors Committee identified this issue and the organizers will soon ask all exhibitors.

All these pictures plus some others are available on the SIAMS website at:
<http://www.siams.ch/presse/images-du-salon>