

AT THE HEART OF A REAL KNOW-HOW MICROCOSM

Throughout the world, everywhere where English is spoken, automatic lathes are known as “Swiss-type lathes”. Why? The explanation for this is quite simple: These machines come from Switzerland, or, to be more precise from the Swiss Jura Mountains or even more precise, from Moutier where Tornos, Bechler and Petermann, the most renowned manufacturers were headquartered.



For more than 100 years, the complete region has worked in this industry, i.e. high-precision micro-technology. It is often said that their DNA gives the workers of the Swiss Jura Mountains a real feeling for micro-technology. In the beginning, bar turning gave the watchmakers/farmers the chance to keep themselves busy during the long winter months. In the meantime, this activity has been developing and innovating continuously.

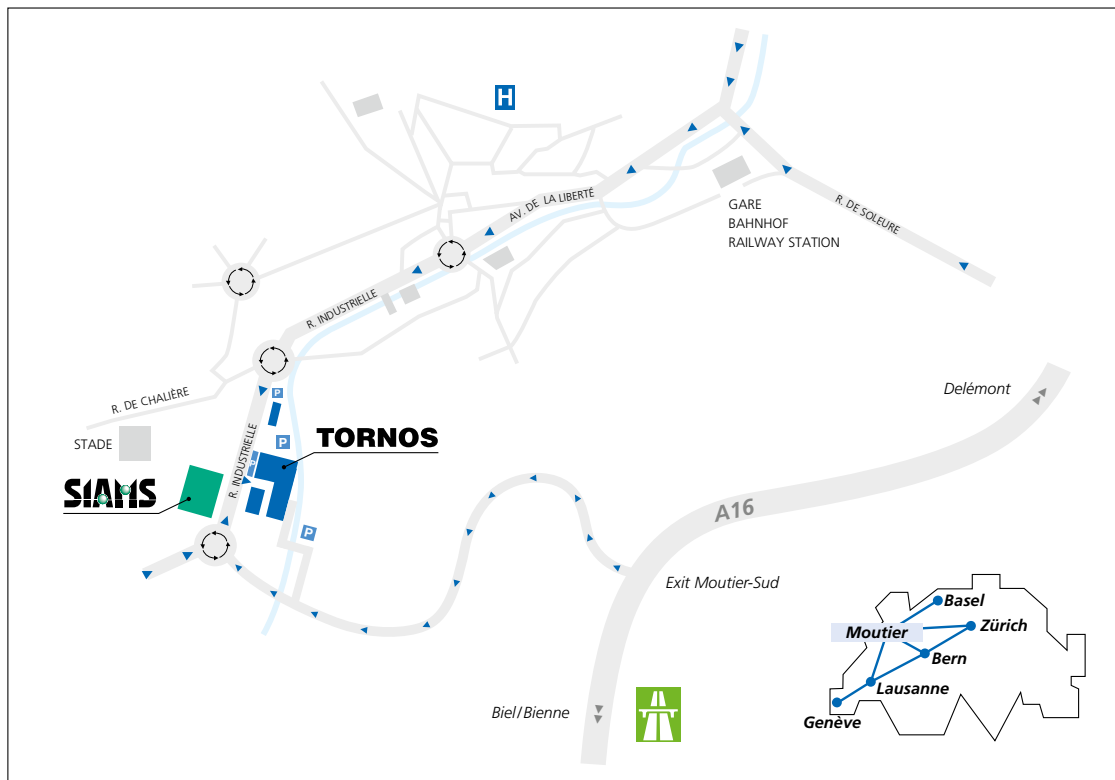
Swiss Jura Mountains and Micro-Machining Competence

Over the years, a world itself has developed. Apart from machines, the peripherals, cooling lubricants, tools and any accessories and peripheral devices have evolved to supply innovative solutions on a

worldwide scale. Today, the region is the global epicentre of micro-machining competence and it is not unusual that the customers of an enterprise do not only benefit from the competence of that specific company, but also from that of various other enterprises. Mr. Renggli, Tornos' Marketing Manager, comments: *"Tornos is ideally headquartered at the heart of an extensive network of partners and this enables us to be highly responsive to the needs of our customers."*

A targeted event

In 1989, a new event was launched at the center of the Swiss Jura Mountains region. It was intended to offer all its participants the opportunity to promote and demonstrate their competence. The SIAMS



exhibition was born at the skating rink of Moutier. Later, it was held under a tent before it moved to the Forum de l'Arc vis-à-vis Tornos. Francis Koller, founder and former CEO of SIAMS remembers: "It has taken many years to make SIAMS known throughout the world. At the last SIAMS, 450 exhibitors and approximately 17,000 trade visitors from more than 30 countries were registered." Pierre-Yves Kohler, the current CEO adds: "SIAMS has grown enormously but it has succeeded in maintaining its convivial and positive atmosphere." Both the visitors and the exhibitors use the exhibition for work; SIAMS is a trade fair that is firmly anchored in this region, crowded with specialists and also widely open to the international audience!

Prospective customers from afar

In 2014, approximately 90% of the exhibitors came from Switzerland, in particular from the Jura Mountains. You could say that SIAMS is a showcase for highly specialized technology of the regional industry. But is there really a market for such an event? "Yes, absolutely," Pierre-Yves Kohler replies and he adds: "The competences of the industries based in our regions are appreciated all over the world and SIAMS is acknowledged as a showcase for the resources of every company operating in the micro-technology branch, no matter where it

comes from." Brice Renggli agrees wholeheartedly and mentions the following anecdote: "Last year, a customer from New York who could not find a satisfactory tooling solution in the United States visited Tornos during SIAMS. On one single day, he used the opportunity to meet all specialized tool-makers and he finally found tools that enabled him to produce his parts back home in the Bronx." He adds: "Every year, the managers of our subsidiaries in Spain, France and Italy, as well as our Swedish agent, organize trips for several dozens of their customers to visit SIAMS in Moutier."

A committee of exhibitors to ensure higher quality

At the end of June of this year, the organizers have established a committee consisting of over twenty Managers or Marketing Managers both of companies exhibiting at SIAMS and of other companies. This committee serves as a platform for exchanging ideas, understanding the demands of the exhibitors and finally for ensuring the success of the next trade fair. Pierre-Yves Kohler tells us: "We spoke to about twenty business managers and almost all of them were about to participate. This confirmed our idea and our desire to be transparent. Our meeting was extremely interesting and I would like to thank all participants."

The exhibitors demonstrate their know-how

As a new service offered by SIAMS to all of its exhibitors, the latter may use the SIAMS website for communication purposes. Using "copy & paste", each exhibitor can very easily prepare messages and news and publish them online. Any such messages and news are then linked to the exhibitors' online profiles. The participation in SIAMS therefore is not limited to a single week in April 2016 but extends over the whole year.

Survey of the 2016 exhibition

After the great success of the SIAMS 2014 and probably in response to the abundance of information published by the organizers, a large number of prospect exhibitors have already registered. Just one week after commercialisation started, more than 40% of the booths and more than half of the exhibition space is reserved (as of end of June). Laurence Gygax, SIAMS Customer Manager, adds: *"For the previous exhibitions, such a registration level had not been reached before September/October."* Prospective exhibitors can feel reassured, there are still places available... but they should not wait too long.

To discover the event, visit Moutier from April 19th to 22nd, 2016.



EXPRESS INTERVIEW

We have met Brice Renggli, Tornos' Marketing Manager, who talks about his participation in the SIAMS exhibitors committee.

"We are glad of getting the opportunity to take part in this committee. As SIAMS is taking place vis-à-vis Tornos, this is the ideal place to demonstrate our skills to the world of bar turning and micro-technology. This year, we wanted to change the location of our booth to join the other machine manufacturers on the first floor of the main building. In the committee, we brought up the arrangement of the booths and the stream of visitors in the halls to make sure each exhibitor will be satisfied with its participation. This was a very positive experience."

SIAMS

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