**Press Article**

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**SIAMS: in the Heart of an Extraordinary Region**

*For the fifth consecutive year, Switzerland was, according to the publication of the World Intellectual Property Organization WIPO, internationally the great winner of the Global Innovation Index (GII). The fact that our country is so innovative is also and above all due to the thousands of industrial SMEs of our country and especially those of the Jura region, where almost 50,000 employees work in this sector. It is in the very heart of this fertile region that SIAMS continues to develop.*

Over the years, a world was created that did not only offer equipment but also auxiliary devices, lubricants, tools, measurement systems, and all the accessories necessary to provide innovative production solutions on the entire planet. Nowadays, the Jura region is known far and wide as a talent pool. To demonstrate this, the organizers of SIAMS have – at the beginning of December – arranged for a two-days’ visit to some of the enterprises that share the objectives of SIAMS: precision, love of work well-done, and innovation (to name but a few): Laubscher in Täuffelen, Applitec and Tornos in Moutier, Rickly Micromécanique in Vauffelin, and Motorex in Langenthal. Mr Renggli, Marketing Manager with Tornos, explained: *“In our region, we are ideally situated within a dense network of partners, which allows us to respond quickly to our customers’ needs.”*

**In the “Centre of the World of Microtechnology”**

Around ten specialized journalists as well as the young #bepog ambassadors (of the project to valorize technical professions) seized the opportunity to visit these flagships of our region. CEO Pierre-Yves Kohler explained: *“With this trip, we show that we are at the very centre of a microcosm of skills and know-how that cover the entire production chain of microtechnology. We presented the machine, consumables (oil and materials), and subcontracting industries along with their users.”* SIAMS also touches upon other areas (for instance control systems or surface treatments), but we needed to make a choice for this first trip destined for the French-language trade press of Switzerland and France. And though the number may seem relatively small, we found that the entire trade press focussing on the microtechnology industry from French-speaking Switzerland and France was interested in SIAMS and the respective companies.

**A Targeted Event**

The SIAMS trade fair was established at the Moutier ice-rink in 1989, in the very heart of this area, to offer all its players a real opportunity to advertise and present their specific competences. Pierre-Yves Kohler states: *“Since it was established, SIAMS has greatly expanded, but has nonetheless retained its convivial and special ambiance, harmoniously combining work and relaxation.”* Both visitors and exhibitors visit the fair to do business. SIAMS is firmly rooted in its region, but also wide open to the entire world. The organizers are working to turn 2016 into the best SIAMS possible but will, naturally, also preserve its known and acknowledged strengths.

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**Free Admission – Tickets Already Available Online**

For the 2016 edition, the organizers have set up a ticketing system worthy of the name. Interested visitors can now download their tickets from: [www.siams.ch/tickets](http://www.siams.ch/tickets). This system replaces the one used in previous years (cardboard tickets to be redeemed at the box office). This will not only allow us to count visitors more accurately and communicate with them from the moment of their registration, but also help save time at the entrances to the halls.

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**A Major Attraction**

Four months after registration began, the halls are already fully rented; many exhibitors are however still on the waiting list. The organizers expect about 17,000 visitors in Moutier from April 19th till April 22nd, 2016. When asked about the position of such an event in the market, the CEO said: *“The competences of our regional industries are valued in the German- and French-speaking parts of Switzerland and all over the world. SIAMS is widely recognized as a showcase of resources for all companies active in the field of microtechnology.”* A visit to SIAMS equals a deep immersion into the world of micromechanics competences to discover innovative and/or proven solutions as well as competent partners.

**Exhibitors Show Their Know-How**

A new service by SIAMS for all exhibitors allows them to use the SIAMS website for communication purposes. Indeed, each exhibiting company can now upload its news and publish them online thanks to a simple “copy/paste” function. Thus, a participation in SIAMS is not simply limited to a week in April 2016 but will last throughout the entire year. For exhibitors without their own marketing department or a large PR budget, this is a valuable complimentary service. To date, more than 100 news have been published by more than 50 companies.

**Integrating Young People Into SIAMS to Secure Its Succession**

The #bepog team took part in the press trip arranged by SIAMS, not least because FAJI, the organizer of the fair, is in charge of the development programme for technical professions in the Jura region. Mr Kohler added: *“We also wanted to involve schools in SIAMS and organized two competitions for students of the Bernese Jura: a drawing contest, ‘Draw the Factory of the Future’, in which 164 students are already participating, and a contest of essays, ‘The Machine That Was Thinking Too Much’, for which we hope for numerous participants.”*

**Why Visit SIAMS?**

Over the years, the fair has refined its specialist’s profile. A visit to the fair allows you to touch the very core of this world of “small and precision parts” on all levels of the production chain, and both exhibitors and visitors know that the fair was established to solve their problems. Many exhibitors value the fact that SIAMS has created a highly interesting and targeted platform to present novel products and services: thus, the value of what is shown and offered here is extremely high. Visiting the fair is pleasant, its size manageable and it is possible to “do business” in a single day. Mr Kohler adds: *“SIAMS is a fair at which visitors will find their sought for contacts and partners. Quite frequently, they will arrive with concrete problems, drawings, or particular needs … and see them solved here. We shall be pleased to welcome you.”*

To be discovered in Moutier from April 19th till April 22nd, 2016.

**SIAMS 2016**

April 19th-22nd, 2016

[www.siams.ch](http://www.siams.ch)

info@faji.ch

**Press contact**

**FAJI SA |** Pierre-Yves Kohler, CEO | Z.I. Route de Sorvilier 21 | CH-2735 Bévilard

Tel. +41 32 492 70 10 | fax +41 32 492 70 11 | Mobile: +41 79 785 46 01 | pierre-yves.kohler@faji.ch

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