



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



Press Release

SIAMS 2016 – No. 5

January 21st, 2016

SIAMS 2016 – the Next Step: the Visitors!

All SIAMS booths were already rented in the course of last year, something quite unprecedented in the history of this trade fair. Although very encouraging, this fact only strengthens the organizers' goal to make every effort to ensure the event will once again be a great success. They are currently working to ensure the number and quality of visitors.

46.4% of the exhibitors at the 2016 edition of SIAMS come from French-speaking Switzerland, 44% from German-speaking Switzerland and 9.6% from abroad. *"In Moutier, we are ideally placed in the heart of the Swiss and European markets of microtechnology and, besides, probably the only fair of the world to represent such a gateway between quite different regions",* says Account Manager Laurence Gygax. With its 17'000 visitors, the 2014 edition was a great success and the organizers predict a similar outcome in 2016.

Admission tickets? Free Downloads ... Now!

An online registration system has been set up. From January 20th, anyone interested in visiting SIAMS can register and download a free ticket from www.siams.ch/tickets. This system replaces the one of previous years (with cardboard tickets to be exchanged at the gate). It will not only allow a more accurate count of visitors but also save time at the entrances to the halls. *"We need to widely communicate that, starting with 2016, any visit to the fair is free, provided you register online",* CEO Pierre-Yves Kohler explains: *"You will always be able to come and visit SIAMS without prior registration, but will then have to register on site and pay."* Therefore, we highly recommend anyone interested in visiting to order their free ticket online.

Benefit from a Combined Swiss Federal Railways [SBB/CFF] Ticket

The same as for previous editions, SIAMS offers an SBB package offer, which allows clients with a valid admission ticket to SIAMS to profit from a 20% discount on the train ticket, including a free shuttle service from the Moutier station to the Forum de l'Arc. This offer will be available from April 1st at all stations, or from Rail Service 0900 300 300 (CHF 1.19/min from the Swiss landline), at most ticket vending machines, or online. More information from January 30th on www.cff.ch/siams.

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