



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



## Press Release

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### Nearly 170 Innovations to Be Presented at SIAMS 2016

*Every two years, the world of microtechnology meets at SIAMS in Moutier. For exhibitors it is a good opportunity to present their offers to a select public in a congenial and friendly atmosphere. However, this should not obscure the fact that it is a trade fair at which actual business is done. For this new edition of the fair, the organizers have asked the exhibitors, what innovations they intend to present. Thereupon, Faji SA, the fair organizers, received a veritable flood of replies.*

Innovation revolves around the idea of novelty and development. Whether you speak of a technical innovation (in big or small steps), or an organizational or marketing or sales innovation, it is always about a state of mind which needs has to target the customers. If there is one point on which all parties agree, it is the idea that it is important to fit solutions to customers. That being said, innovation can be comprehensive, very expensive, or merely of a cosmetic nature. There are all possible types and they must coexist.

#### Is SIAMS Innovative?

What innovations does SIAMS offer its customers? Pierre-Yves Kohler, CEO explained: *“SIAMS is deemed to be an ideal tool for companies active in the field of microtechnology, and we have not changed anything about this. We have created tools to render our customers’ experience even more positive. Overall, it is our job as organizers of a trade fair to help them present themselves better and become more visible.”* To this end, the organizers have set up a publishing system that permits exhibitors to easily communicate their news by way of the SIAMS website and the social networks. *“Between the news published by our customers themselves and those we have directly received, nearly 170 innovations have been announced by our customers for SIAMS”,* the CEO specified.

#### A Visit Is so Easy ...

For 2016, SIAMS has also renewed its ticketing system, for tickets are free for all visitors now, provided they download them online from the website of the fair. The organizers recommend that visitors arrive by train, all the more so as tickets are available at a reduced price to those who have a ticket to SIAMS. A free shuttle service takes visitors from the station to the Forum de l’Arc.

#### Some Numbers

For 2016, SIAMS offers a showcase with 434 exhibitors on a net surface of 7,700 m<sup>2</sup>. This is a slight decrease in the number of exhibitors and an increase in the surface dedicated to stands. *“The average size of stands increased from slightly more than 17 m<sup>2</sup> to about 18 m<sup>2</sup>. At the end of last year, the entire surface was already rented”,* added Laurence Gygax, the Customer Manager.

34% of the exhibitors come from the nearby Jura region, 43% from the German-speaking part of Switzerland, 13% from the rest of French-speaking Switzerland and 10% from abroad: *“We are very proud to state that, with SIAMS, we do not offer a Röstigraben, a rift between German-speaking and French-speaking Switzerland, but a bridge between the language communities in Switzerland instead. We are opening the Romandie towards the German-speaking part of Switzerland and vice versa.”*

### **Children to Help the Industry**

Why did the organizers of SIAMS establish a drawing competition for the schools of the nearby valleys? FAJI SA, the organizer of SIAMS, is participating in the #bepog project that strives to upvalue technical professions. Does the competition fit into this context? *“In our region, SIAMS is a must and an indispensable showcase of our skills and our love of work well done, and we wanted to include the children. We must all have the interests of the future generation of our industries at heart, and who knows, maybe the polytechnicians, engineers, or leaders of tomorrow will have participated in our competition. We want to turn SIAMS into a microtechnology event for the entire public. Besides, we shall also tap into #bepog at SIAMS”,* thus Pierre-Yves Kohler.

### **And in 2018?**

This year, the stands were rented very quickly; within three weeks, the machine hall was completely let. For 2018, the organizers plan to reduce exceptions to the stand size. Today, the maximum stand size is 36m<sup>2</sup>, but can be increased on request. For 2018, this rule will still be upheld but the maximum stand size as an exception will probably not be more than 60 to 70 m<sup>2</sup> compared to today's 100 m<sup>2</sup>. As to the disposition of the stands, the organizers will introduce a pre-reservation system at this year's event. *“Basically, we shall propose a pre-reservation system at this year's event; any exhibitors who will use it will be given priority for 2018”,* explained Laurence Gygax.

Don't miss the Swiss microtechnology event this spring!

#### **Media Service**

**FAJI SA** | Pierre-Yves Kohler, CEO | Z.I. Route de Sorvilier 21 | CH-2735 Bévillard  
Tel. +41 32 492 70 10 | fax +41 32 492 70 11 | Mobile: +41 79 785 46 01 | [pierre-yves.kohler@faji.ch](mailto:pierre-yves.kohler@faji.ch)  
For additional information and pictures, cf. [www.siams.ch](http://www.siams.ch)