**Press Release**

SIAMS 2016 – no. 9 May 5th, 2016

**SIAMS – a Valuable Tool**

*After the 2016 event, which left exhibitors and visitors overall highly satisfied, the fair organizers have reported that the SIAMS website is still being supplied by exhibitors and that already more than 20 news have been published since the fair closed. We met with CEO Pierre-Yves Kohler to learn more about this “new” communication channel and the event that just closed its doors.*

Before the fair, more than 200 news and innovations were announced and presented online and it would have been a pity to close down this showcase so well-used by the exhibitors and relayed to the social networks. *„From the very beginning, we wanted to offer more to our customers and this way to help them present themselves is one of the possibilities we offered them”,* thus Pierre-Yves Kohler’s introductory remark.

**Most Important – the Value of SIAMS**

What is the actual service FAJI offers its customers by way of SIAMS? On this issue, the CEO is very clear: *“We provide a platform for targeted exchanges between companies active throughout the microtechnology production chain and customers able to use their offers.”* He added: *“We also offer an opportunity to these players to meet in convivial surroundings and do business in a relaxed atmosphere.”* However, this great platform is only available a single week every two years; to at least partially fill that void, the SIAMS website now offers exhibitors an opportunity to communicate con­stantly. Pierre-Yves Kohler added: *“With the help of the website, we shall continue this exchange-service platform and provide our exhibitors with the opportunity for to communicate easily and widely. Additionally, this allows us to keep the SIAMS brand alive and render it more visible, too – a positive cycle that will also serve us for the next fairs.”*

**The 2018 Event Already on Track**

At the 2016 event, the stands sold very quickly and many companies unfortunately found no place in Moutier. For this reason, the organizers asked the exhibitors this year to submit a declaration of in­tent for the 2018 event, which will take place in Moutier from April 17th till April 20th. The result? *“Many of the exhibitors have already made their wishes for 2018 known to us. Most are very likely to want to keep the same place and size of their booth, but equally as many want their stands to be larger and with more open sides.”* If all these intentions should materialize, not only will the 2018 event already be filled with exhibitors but we shall in addition have to refuse some of them. The or­ganizers are currently working on a concept of maximum size, which will be discussed by the Ex­hibitors’ Committee, likely already this summer.

**A Competition for the Press?**

Asked about the relevance of offering such a communication channel and the possibility of being perceived as a competitor by the technical press, the CEO told us: *“We do not at all compete with the specialized media. We simply offer a little more visibility to our exhibitors outside the fair periods and hope the service we render will also be an interesting addition for the technical press. We relay busi­ness information but do not handle journalistic work. And we also want to provide more value to SIAMS for journalists.”*

To learn more about the new world of microtechnology, we recommend a regular visit to the SIAMS website at [www.siams.ch](http://www.siams.ch)

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**Additional information and images available from** [**www.siams.ch**](http://www.siams.ch)