**Press Release**

SIAMS 2018 No. 1 March 16th, 2017

**How can SIAMS 2018 be improved?**

*At the last SIAMS, both exhibitors and visitors pointed out the high quality of the contacts as well as their large number. In fact, the number and provenance of the visitors have now reached a level that will be difficult to surpass, and this is not the objective. According to the organizing team of the fair, it is necessary to keep these figures high, but it is above all important to further improve the experience offered by SIAMS.*

The experience of the exhibitors was complemented by the launching of the microtechnology information portal, which published almost 500 news (directly uploaded by the exhibitors), and the setting up of the SIAMS CLUB and its first activity, which reaped great success. But what about the fair itself? A little more than a year before the next SIAMS opens its gates, we took stock with the organizers.

**Some facts about the 2018 edition**

The next SIAMS will take place at the Forum de l’Arc in Moutier from April 17th till April 20th, 2018, with about 450 exhibitors. The organizers expect a similar number of visitors as 2016 to attend. CEO Pierre-Yves Kohler added: *“At the 2016 fair, we probably reached a maximum number of visitors in relation to the capacity of the premises. The exhibitors expressed their satisfaction with the number of visitors. We do not want to surpass this at any price, but rather make every effort, so exhibitors and visitors can establish contacts and do business with ease.”* The breakdown of the stand space used in 2016, which increased the available surface, will be maintained. The team of partners of the past years mastered its task very well indeed and will, once again, be back in 2018 – as guarantor of a “carefree” participation.

**Preleasing surfaces – the “puzzle” has begun**

In order to better manage the demand for stands for 2018, exhibitors have already been given a “Form of Intent” at SIAMS 2016. This document was also sent to all exhibitors one month after the fair and has allowed them to specify their wishes as to stand size and placement. It is on this basis that the organizers will work out the breakdown of the halls. Based on these demands, more than 50% of the surface have already been reserved more than a year before the opening of the fair, and more stands with three open sides are required. Laurence Gygax, Account Manager, said: *“We are doing our best to satisfy our exhibitors but, of course, we cannot allocate larger stands directly behind the entrance to everyone.”* To increase the number of stands in the machine hall, the maximum surface (after exceptions) is limited to 64 square metres. All exhibitors concerned were contacted and all respective requests will be dealt with in March and April. The same as for the last event, marketing for all those who did not fill in the form is to commence in summer (on June 27th).

**The SIAMS experience for exhibitors**

The distribution of the three entrances between the “upper and lower level” of the different halls is maintained, so a maximum of people will be channelled to three places as soon as they arrive to distribute the visitors over the entire surface. The signage will be further improved and the organizers will continue their efforts as to communication to render the exhibitors as visible as possible. The on-site services (café, signage, trouble-shooting, etc.) will be further intensified and the organizers are also considering a different catering service. A meeting of the Exhibitors’ Committee will be scheduled in summer to discuss and approve new ideas. A first SIAMS Newsletter will be sent to exhibitors in the spring.

**The SIAMS experience for visitors**

*“Overall, the visitors were satisfied with their participation in 2016, though some things will have to be improved: the shuttle service and the scanning speed at the entrances have not been up to par”,* explains the CEO right at first. The partnership with the SBB will be renewed as will the free online ticketing system. In this regard, the process will be simplified to avoid the slowness of the system and the few problem encountered. The catering offer will also be added to.

**The global SIAMS experience**

The organizers strive for transparency and extensive information for all target groups on behalf of SIAMS and the exhibitors. “*The communication service set up in 2016 in connection with the news publication system will be further expanded, and we shall communicate and relay our clients’ information even more broadly both online and to the trade press”*, thus the CEO, who also added: *“Besides these two key information aspects, we shall once again publish our fair daily and probably also issue an end-of-the-year 2017 edition. We aim to allow our exhibitors to become much more visible and transform their participation in SIAMS into a positive and essential experience.”*

**SIAMS 2018? An exciting new edition is on track!**

The world of exhibitions has not ceased to amaze us. One might think that this field literally “purrs along” and that everything possible has already been done. But quite the contrary, the world is changing and the organizers of the fair are constantly looking for new ideas, so their clients (exhibitors and visitors) can benefit from participating and visiting. The CEO concluded: *“We are only at the beginning of innovations, with the only limits those of our imagination… but we shall keep our feet on the ground to be certain that what we offer will always be a definite plus for our clients. We do not sell square metres, but we create and validate opportunities for our clients to meet and do business.”*

The next SIAMS press release is scheduled for June 2017.

Images and captions on the following pages.

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**More information and images on** [**www.siams.ch**](http://www.siams.ch)

Images and captions

SIAMS 2018\_1 - Laurence Gygax et Pierre-Yves Kohler at the Forum de l’Arc

Laurence Gygax and Pierre-Yves Kohler, a dynamic team in the service of the SIAMS clients.

SIAMS 2018\_2 - Laurence Gygax in front of the plans

Even though they know that it is not possible, all exhibitors want more surface and more open sides und being placed right behind the entrance. Laurence Gygax handles their requests with a smile.

SIAMS 2018\_3 - Pierre-Yves Kohler

The CEO of FAJI and SIAMS told us: “We do not sell square metres, but create and validate opportunities for our clients to meet and do business; and that’s what we feel passionate about.”

SIAMS 2018\_4 – Conference at SIAMS 2016

The events related to SIAMS are being organized now, and although contacts have already been established for the “protagonists” and conferences, the organizers have to wait for confirmation before being able to communicate the news.

SIAMS 2018\_5 – Image SIAMS 2018

The image of SIAMS 2018 will not be different from that of the previous edition: sober and classy.