**Press Release**

SIAMS 2018 No. 2 June 15th, 2017

**SIAMS 2018 – 70% of the Surfaces Already Reserved**

*SIAMS, the fair of microtechnology production, which will take place in Moutier from April 17th till April 20th, 2018, once again sees an unprecedented level of demands as to stand rentals. On the occasion of SIAMS 2016, the exhibitors have stated their intentions on the “Form of Intent” as to their participation in SIAMS 2018, which allowed them to specify their wishes and requirements. On this basis, almost 70% of the stand surface has already been reserved now, 10 months before the actual opening of the fair. The organizers expect rental requests to come in very quickly as of June 27th, the official opening of online reservations.*

But while the fact that we now have to deal with a very high level of demands is a good thing, it is also a true challenge to try and satisfy everyone. Account Manager Mrs Gygax said: *“If we were to meet all demands, there would only be stands with two or three open sides and placed directly in front of the entrances to the hall*s… *and more large stands, too. But although almost all exhibitors submit such demands, they also understand the constraints which we are limited by. However, it’s good politics to ask.”*

**7,626 m2 and not a single metre in addition**

Already in 2016, the aisles had been reduced so as to accommodate a maximum of exhibitors on the available surface. CEO Pierre-Yves Kohler said: *“Of course, we could expand the surface with the help of tents, but that does not correspond to our stra­tegic focus. We do not want to expand but remain focussed on a highly targeted range of products, services, and solutions that affect the whole chain of microtechnology and, thus, guarantee visitors a valuable and convivial event, a visit to which is feasible in one day. SIAMS offers visitors as well as exhibitors the essentials: the oppor­tunity to discover solutions and do business.* The CEO concluded: *“It is not our ambition to be the largest fair, nor conform to any other superlative. We simply do our work enthusi­astically, so that the “SIAMS experience” will be positive for everyone involved. We want our clients to be able to say at the end of SIAMS 2018: “Wow! Another great SIAMS!”*

**The Exhibitors’ SIAMS Experience**

The distribution of the three entrances between the “upper and lower level” of the different halls will be maintained, so a maximum of people will be channelled to three places upon their arrival to distribute visitors to the entire surface of the fair. 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.

**The Visitors’ SIAMS Experience**

*“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”,* the CEO first of all explained. The partnership with the SBB, the Swiss Federal Railways, will be renewed as will the free online ticketing system. In this regard, the process will be simplified to speed up the system and eliminate the few problem encountered. The catering offer will also be added to.

**Four Services to Enhance Clients’ Visibility**

In addition to a highly targeted and user-friendly show (1), SIAMS offers its exhibitors three other services: a microtechnology information portal (2), the SIAMS Club (3), and communication services (4). Asked about this diversification, the CEO explained: *“We have reflected on our mission and if we take the latter in the broad sense, we obviously do not only sell square metres but seek to multiply opportunities for product and service providers to meet our exhibitors and visitors. All the new services that we develop for this purpose strive to enable this, because we want to help our clients to communicate more extensively and successfully do business.”*

**The Club and the Portal: On-going Activities**

Following the Industry 4.0 event in January, the SIAMS Club will travel to Geneva to discuss virtual and augmented reality. Why? *“We want to provide the Club members (the exhibitors, that is) with an opportunity to discover and reflect on today’s important trends while networking: another plus that we offer”*, Laurence Gygax explained. And who knows? These discoveries could also provide the organizers with some new ideas for the “SIAMS of the Future”. The microtechnology information portal, which is largely supplied by the exhibitors themselves, will soon be redesigned to offer an even better performance. From July, it will be possible to search directly on the News page by type of product. The exhibitor files that include abstracts of the published news will also be improved and include images. With nearly 500 published news, this service develops to the satisfaction of the organizers.

**Registrations for SIAMS 2018? Well, they start right now…**

Thank you for your confidence in us and your loyalty. We recommend you register online at [www.siams.ch](http://www.siams.ch) as of June 27th. Do not delay too much, as stand surfaces may not be available for long.

The next SIAMS press release is scheduled for September 2017. We shall give you an update on the rentals and shall detail the communication service in the service of our clients.

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

Images and captions on the following pages.

Laurence Gygax et Pierre-Yves Kohler at the Forum de l’Arc

<http://www.siams.ch/documents/showFile.asp?ID=3544>

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

Laurence Gygax in front of the plans

<http://www.siams.ch/documents/showFile.asp?ID=3546>

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.

Pierre-Yves Kohler

<http://www.siams.ch/documents/showFile.asp?ID=3547>

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.”

Conference at SIAMS 2018

<http://www.siams.ch/documents/showFile.asp?ID=3548>

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.

Image SIAMS 2018

<http://www.siams.ch/documents/showFile.asp?ID=3545>

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