Press Release

SIAMS 2020 #1 June 10th, 2019

**SIAMS 2020 – in the Jura Centre of Microtechnology**

*SIAM, the trade fair for microtechnology production tools, which will take place in Moutier from April 21st till April 24th, 2020, again faces an unprecedented level of demand for stand rentals this year. At the 2018 fair, exhibitors expressed their views on their participation in 2020 using a Form of Intent that allowed them to specify their wishes. On this basis, more than 90% of the surface area has already been reserved 10 months before the opening of the fair (compared to 70% at the same time for the previous fair). The organizers expect very fast rentals of any stands still available from June 25th, the official opening of online bookings.*

Though the fact of having to deal with a very high level of requests is pleasing, it is nevertheless quite a challenge to try to satisfy everyone. For the past few months, Account Manager Mrs Roy has been contacting all exhibitors on the basis of their forms. She explained: *“If we had to meet all requests as specified, there would only be stands with two or three open sides and placed in front of the hall entrances... and more large stands, too. But even though almost all of them have such demands, our exhibitors also understand the constraints under which we labour. It is fair game to ask us though.”* She added: *“Luckily, one of the strengths of SIAMS is its size. Visitors can have a look in a single day and given a full three entrances, there is no bad location.”*

**An Unchanged Surface**

In 2016 and 2018, the aisles were reduced to accommodate as many exhibitors as possible on the available surface. CEO Pierre-Yves Kohler explained: *“There would certainly be opportunities to increase the surface area by building tents, but that is not our target strategy. We do not want to grow but to remain focused on a highly targeted offer of products, services, and solutions covering the entire microtechnology production chain and, thus, guarantee visitors a valuable event that remains user-friendly and whose visit can be completed in a single day.”* At SIAMS, visitors and exhibitors focus on the essential: discovering solutions and doing business. The CEO concluded: *"We don't want to be the largest fair or the most I don't know what. We simply do our work full of enthusiasm so that the ‘SIAMS experience’ shall be and remain positive for all of us. We want our customers to be able to say: ‘Wow! Another great SIAMS!’ at the end of the 2020 edition.”*

**In the Heart of the Jura Microtechnology Industry**

Switzerland has a reputation for quality and precision in the watchmaking, microtechnology, and machine industries – in particular thanks to all the companies in the Jura region that have established themselves in these fields over the years. *“There is a real pool of skills and genius in this region”,* thus the CEO, who continued: *“Many of those are small SMEs that do not have a very strong marketing force, for which SIAMS is the only opportunity to present themselves. They base their new releases on ‘their’ event. This is one of the reasons why every two years, the fair is full of innovations.”*

**The SIAMS Experience for Exhibitors**

During the 2016 and 2018 editions, several new innovations were introduced. What about the next edition? The distribution of the three entrances between the upper and lower levels of the different halls shall be preserved, so that as many visitors as possible will be distributed via these three places over the entire surface as soon as they arrive. The signage will be further improved and the organizers will continue their communication efforts to ensure that exhibitors shall be as visible as possible. On-site services (coffee, signage, troubleshooting, etc.) shall be further intensified, while the organizers are also considering a wider range of catering services. A meeting of the Exhibitors' Committee is scheduled for autumn to discuss and validate new ideas.

**A “Debriefing” Rich in Information**

In the autumn of 2018, all exhibitors were invited to come and share their experiences and suggest improvements for the future. But while the 2018 edition of SIAMS largely met exhibitors' expectations, they also pointed out many detail improvements that the organizers are now working on. The details? The speed of the food-truck service, the scanning efficiency at the entrance, the size of SIAMS; above all however, the admonition to not enlarge the exhibition, or the car park, however to increase the number of nearby spaces. While not all requests will necessarily be feasible, the organizers would like to once again thank the exhibitors for the time they spent on their highly motivating feedback.

**The SIAMS Experience for Visitors**

*"Overall, visitors were satisfied with their participation in 2018, but there are still elements that need to be improved: the bus service and the speed of scanning at the entrances were not up to the task",* the CEO stated right at the beginning. Several replies were also collected here, among which this: with the weather as good as it was, there were not enough “cold catering” possibilities; thus, the catering offer shall be extended accordingly.

**The Four Services Intended to Promote Customer Visibility**

In addition to a very user-friendly and targeted professional fair (1), SIAMS offers its exhibitors three additional services: the microtechnology information portal (2), the SIAMS Club (3), and its communication services (4). When asked about this diversification, the CEO explained: *”We have pondered our mission and if we take it in the broadest sense, we quite obviously do not simply sell square metres, but increase the opportunities for our exhibitors and visitors to meet and present their products and services. All the new services we are developing are designed to do just that, as we want to help our customers communicate more and transact business deals.”*

**An Information Portal for Exhibitors**

The microtechnology information portal, which is heavily supplied by exhibitors (more than 2,500 news published since 2015), has recently been redesigned for greater performance and user-friendliness. Exhibitor files containing a summary of published news and job offers are now fully integrated. With the portal, SIAMS offers its exhibitors a truly complete communication tool.

**Registration for SIAMS 2020? From June 25th**

The organizers herewith thank the exhibitors for their loyalty and recommend that everyone register from June 25th and not to delay too long: the surfaces may quite quickly no longer be available.

High-resolution images of the fair available from: <https://www.siams.ch/presse/images-du-salon>

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