Press Release

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**With three months to go before the event, the organizers of SIAMS have every reason to be satisfied.**

*Although the economic situation is no longer as positive as at the last SIAMS, exhibitors continue to rely on the event for optimal communication and presentation. Participation in the fair has been fully booked for several months now and many new products await visitors in Moutier from April 21st–24th.*

With its new slogan of “at the heart of the Jura Arc of microtechnology”, the fair is more than ever an indispensable showcase for the microtechnology know-how of its exhibitors, the Jura region and the Swiss precision industry.

**Forum de l’Arc Fully Booked**

With around 435 exhibitors on a total rented surface of just under 8,000 m2, the Forum de l’Arc has been fully booked for several months now, and the organizers do not expect any changes in this respect for the future. Account Manager Laurence Roy emphasizes: *“SIAMS is a highly specialized yet manageable fair, and we want it to stay that way. Its size and the number of exhibitors have remained stable for several events. At some point, we may consider adding tents, but SIAMS would risk losing its soul and distinctive characteristics.”* This is why SIAMS will remain a trade fair with an almost family-like and friendly ambiance, far from any ostentatious marketing overkill. True, sometimes it’s a bit narrow in the aisles, but that’s not the least of the reasons why we love it the way it is.

**Another Plus for Exhibitors**

Although SIAMS seems to be well positioned compared to some other events, the organizers are not resting on their laurels and are always looking to provide that “something more” to the exhibitors. *“Participating in a trade fair is often exhausting for the exhibitors and we really want to take a load of their shoulders. All our efforts are aimed at simplifying their registration, their participation in the fair or, for example, their communication”,* CEO Pierre-Yves Kohler explains.

**Communication**

Exhibitors in a hurry, for instance, can find sample letters or e-mail signatures on our website. They can also create customized posters and documents with just a few clicks of the mouse, or communicate in a variety of ways with the help of our information portal. Online tutorials make it easier for exhibitors to learn how to do so. *“In addition, we regularly send newsletters to our customers and have scheduled two information events on January 21st. Around fifty companies have taken part so far and the feedback from exhibitors has been very positive indeed”,* the Account Manager adds.

**The Microtechnology Information Portal**

Of course, the fair is the core of the whole system, but SIAMS exhibitors also have a powerful integrated communication tool at their disposal. They can widely communicate via the SIAMS microtechnology portal, and all exhibitors are participating. Outside SIAMS, 3,400 people a month access the website and the news published on it are viewed on Twitter 26,000 times a month. To date, more than 2,900 targeted news items on microtechnology have been published by exhibitors and the organizers. This allows exhibitors to communicate efficiently throughout the whole year and, thus, enhance the attractiveness of their participation in the fair.

**An Additional Plus for Visitors and Exhibitors**

There are many sensitive subjects, including gastronomy and parking for both visitors and exhibitors. As far as car parks are concerned, the solutions put in place in 2018 (parking near Forum de l’Arc, in the Laives quarter, at the ice rink, and the Court station) will remain relevant this year. In fact, this solution had worked well so far. On the other hand, the number of shuttle buses has been increased so that visitors will not lose any time. “*The last two times, we were lucky to enjoy summery weather, but we also have to consider bad weather conditions… and in this case, waiting is even more uncomfortable”*, adds Laurence Roy.

At SIAMS 2018, the Les Deux Tours restaurant was a great success, especially thanks to its superb terrace. It was complemented by a take-away on the ground floor of the Forum de l’Arc and a food truck at the entrance to the main hall above. The organizers are announcing that the same system will remain in place for now, though it is being added to. The restaurant will now offer simpler menus and the entrance to Hall 1.2 will be covered, allowing food-truck customers (there will be two this year) to enjoy a break in pleasant conditions. For visitors, this guarantees fast and friendly service. The catering menu of Les Deux Tours and the delivery service of Petit Mag in Moutier have also been extended. Thus, exhibitors will now have a wide range of catering options for their stand. *“We are again offering exhibitors a VIP restaurant, but since they often don’t have time to leave their stand, we wanted to expand the options and make life easier for them in this respect, too”,* the CEO adds.

**Discover a Range of New Products**

Exhibitors are still reticent as to their new products, but some have already announced that they will be taking advantage of SIAMS to make a big impression and reveal innovations that will have a great impact. In particular, we have heard about a new category of transfer machines and integrated micro-fabrication plants. Thus, in April, SIAMS 2020 will once again be a showcase of an exceptional region – a region whose heart beats to the satisfaction of customers from the region or elsewhere and from all over the world.

Save the dates in your diaries: SIAMS 2020, Forum de l’Arc, Moutier, April 21st–24th, and download your free tickets from our website from February 15th.

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