Press Release

SIAMS 2024#5September 29th, 2023

 **SIAMS 2024: Full of Exhibitors and Positive Energy**

*SIAMS 2022 was exceptional, with visitors, exhibitors, and organizers all reporting very positive results. It was on this basis that the organizers decided to base the next edition of the event. Yesterday, some thirty company managers met on Wednesday at the Forum de l'Arc in Moutier for an extremely informative and productive meeting of the Exhibitors' Committee.*

*“We had announced a fill rate of slightly over 96% on June 14th, just before registration opened. The few percent that were left sold very quickly”,* told us Account Manager Christophe Bichsel in his opening address. Meanwhile, the fair is fully booked, and the organizers report that there is still a waiting list. In order to provide a high-quality service and yet maintain a manageable size, SIAMS does not intend to increase in size. Its surface and the number of exhibitors will, therefore, remain identical to that of the record event of 2022.

**More and Better Each Time**

The organizers work closely with the members of the Exhibitors' Committee: professionals who not only participate in SIAMS but also in many other events. CEO Pierre-Yves Kohler told us: *“It is our goal to learn from all experience – good and bad – and to do better so that all the target groups of the fair (exhibitors, visitors, and partners) shall continue to consider SIAMS a must-attend event.”*

Let us look at some of the points discussed during this productive meeting:

**Parking Spaces – a Never-Ending Story**

If there's one issue that keeps coming up, it’s parking spaces! For 2024, there are still some questions, particularly concerning the exhibitors’ parking lot at Les Laives. The good news is that many spaces lost in 2022 due to construction work, notably on the square in front of the ice rink and on the access roads, will be reopened. An optimization of the city's parking facilities will also significantly increase the number of spaces available. The situation is already proving more complicated for 2026 though, since it is highly likely that new construction projects in the Les Laives district will deprive the organizers of more than 300 parking spaces. The CEO added: *“We are in the midst of very good discussions with the municipality of Moutier to find solutions. It would also be conceivable to park further away and organize shuttle buses. We shall consider all solutions to ensure that this point does not detract from the quality of the ‘SIAMS experience’*.” However, the organizers insist on reassuring visitors that the 2024 edition will offer good-quality parking facilities.

**Car-Pooling Platform and Train Travel**

For visitors arriving by train, getting to the fair is ideal, with shuttles running continuously between the station and the Forum de l'Arc. Christophe Bichsel adds: *“Moutier is in the middle of a dense railway hub, and the shuttles reach the fair site in just a few minutes. We recommend that all visitors able to travel by train do so.*” For visitors arriving by car, SIAMS is working on setting up a car-pooling platform that will be available on [www.siams.ch](http://www.siams.ch).

The CEO explains: *“We're going to set up a simple system to put people with free space in their cars in touch with visitors looking for a means of transport.”* This not only benefits fairgoers, but is also good for the planet.

**Events that Complement the Fair**

Traditionally, SIAMS is enhanced by several events. For 2024, the following events have already been confirmed: the official inauguration (whose “headliners” are not yet known), the cantonal networking evening (organized together with the economic development agencies of the cantons of Berne, Jura, and Neuchâtel), the conference evening (set up with CEP), the music evening, and the Exhibitors' Breakfast (set up with CSEM). Several others are currently under discussion.

**Logistics and Organization**

While the fair will still open at 9 a.m., from 2024 exhibitors will be able to arrive as early as 7.30 a.m., giving them more time to prepare before visitors arrive. To simplify access, they will be given identification bracelets and will no longer have to scan their exhibitor tickets, which should shorten the time it takes for everyone to get through the gates. Christophe Bichsel adds: *“We shall be introducing many other improvements, e.g. in terms of catering, toilets, access to information, and much more. Visitors and exhibitors will be sure to notice the difference.”*

**Meeting with Other Fair Organizers**

The Exhibitors' Committee also reported on the international team of trade-show organizers set up by SIAMS. It congratulated the organizers on this initiative. Pierre-Yves Kohler explains: *“Even though we are sometimes competitors, we experience the same socio-economic developments and face the same challenges. Our discussions are based on positive collaboration, and all of us have everything to gain from that.”*

**Think Tank for the Future**

At its last meeting, the SIAMS Exhibitors' Committee (working on the immediate future of the event) decided to set up a smaller group to target a slightly more distant future, starting from the needs of companies in terms of communication, showcasing, and marketing. Pierre-Yves Kohler is delighted: *“We use to say that we have the best exhibitors in the world, and it's true each and every time! At our meetings, about thirty company managers gather to help us do even better, and we thank them for that. And then, to set up this group with slightly more far-reaching objectives, five people immediately agreed to help.”* This group will be completed by members of the FAJI Board of Directors and young people still in training.

As Mr Vuilliomenet, Board Member of DLK Technologies, explained: *“The world is changing rapidly; whether we're talking about energy, the environment, competitive conditions, or even the perception of work, yesterday's certainties are obsolete.”* Thierry Auberson, Sales Manager for French-speaking Switzerland at SMC Schweiz, added: *“Involving young people in our discussions is just common sense. After all, they are the professionals of tomorrow.”* And Brigitte Kocher, Head of Marketing at Dihawag, added: *“We need to think globally, not just in terms of trade-fair stands. Socio-economic changes will have an impact on the way we communicate and sell.”* Louis-Georges Lecerf, Marketing Manager at Ciposa concludes: *“For companies and for SIAMS, the secret will be to succeed in reinventing themselves to maintain their appeal. What a challenging programme we face!”*

**A Plethora of Already Announced New Products**

While the organizers are announcing numerous new developments, the exhibitors are not to be outdone. A special programme to showcase their new products is currently being rolled out, and it is already clear that the next edition of SIAMS will be quite exceptional. Christophe Bichsel explains: *“Many exhibitors have already announced that they will present world and Swiss premieres*.” Thus, SIAMS will perfectly fulfil its mission of providing information to all players in the microtechnology chain, enhancing their work, and promoting contacts.

SIAMS from April 16-19, 2024 in Moutier? Now, more than ever, it is time to reserve the dates for a trip to the heart of the *Arc jurassien* of microtechnology!

The next interesting information on the microtechnology information portal [www.siams.ch](http://www.siams.ch)?

Right now ☺

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**Pictures and Captions**

The Exhibitors’ Committee

*The SIAMS Exhibitors' Committee is made up of representatives of companies exhibiting at SIAMS and enables the organizers to always receive valuable feedback and ideas.*

The SIAMS Shuttle

The organizers encourage visitors to use public transport. The shuttles also provide exhibitors with an opportunity to communicate in an original way.

Picture of the Fair

The SIAMS halls will once again be full from April 16-19, 2024, and both the organizers and the exhibitors are doing their utmost to ensure that SIAMS is and remains an essential stopover for all professionals in the microtechnology production chain.

Download the pictures here:

<https://www.dropbox.com/sh/k6k2c6jipzkqn0t/AADwKRbBqfVyXfmjg7zRr1Toa?dl=0>