Press Release

SIAMS 2022 #4 December 6rd, 2021

**More and Better Services for Exhibitors and Visitors**

*With less than two per cent of the floor space still available and the exhibitors’ high level of expectation, SIAMS 2022 is shaping up to be a great success. While the “trade-fair media” are asking questions about the future of fairs in the real world, the organizers have faith in the “SIAMS integrated commu­nication solution” developed in the service of the exhibitors.*

For four days, from April 5th – 8th, 2022, Moutier will once again become the centre of the microtech­nology world. Account Manager Laurence Roy explains: *“Stand rentals were very fast from the start, then we saw a slight slowdown, but the requests continue to come in and we can already state that the next SIAMS is a success in terms of exhibitor participation.”*

**A Change of Policy?**

Starting this summer, the world of fairs has started up again with technical trade fairs in France, Italy, Germany, Switzerland, and all over the world. The SIAMS organizers met with several organizers of such events and, although Covid-19 has indeed had a fairly heavy impact on the numbers of visitors (a 30%-40% drop at the various events in 2021), all agreed that the quality of visitors was crucial. Clearly, the people who came were not merely on a school outing. CEO Pierre-Yves Kohler adds: *“The earlier the events took place, the smaller the number of exhibitors, but many of those we spoke to were satis­fied with their participation.”* He continues: *“Though Covid has refocused on the quality of visitors and no longer on the somewhat sterile race to announce a maximum number of visitors, that's not bad at all. The important thing for our exhibitors is to have the right visitors (and of course enough of them, too).”*

**Marketing, Communication, and Digitalization**

Digitalization is seen as an indispensable tool of the industry, and also affects the marketing and com­munication of the specialists active in the production chain of microtechnology. Faced with the pan­demic, most technical events have proposed solutions and “virtual events”. SIAMS has not escaped this trend either, and the fair in the centre of the microtechnology industry of the Jura region is more than ever a provider of an integrated global communication solution throughout the entire year com­plementing the event in the real world. Account Manager Christophe Bichsel explains: *“In the real world, SIAMS is a platform promoting communication and exchange between companies active at all levels of the production chain of microtechnology. Exhibitors and visitors are looking for real human contact to create, develop, and strengthen advantageous human and commercial relationships.”* He added: *“Our aim based on the online solutions and services we offer is to simplify and complete this contact and relationship.”*

**Information Portal – Integrated Solution**

All exhibitors have their own communication area on the SIAMS website. Thus, the information portal is a gateway to the world of microtechnology. Unlike an exhibitor's website (which it is not intended to compete with), the portal presents a coherent and comprehensive range of microtechnology news. The aim? To recreate the synergies of the real world. Laurence Roy explains: *“Since 2014, we have completely digitized the SIAMS registration process and our customers are, therefore, very much aware of this. Since the end of the year, we have further improved the services offered by the information portal. In addition to news (now with video) and key messages that they can publish, exhibitors also have the option of managing a download library and even have a completely automatically generated, personalized homepage."*

From now on, visitors may not only prepare their trip and create a personalized list but, if they wish, also announce their visit to exhibitors and even inform them in advance of the topic they wish to dis­cuss. Pierre-Yves Kohler concluded: *“We are also working on other digital solutions for the SIAMS visitors’ community, but all these elements should not be the crucial aspect. From April 5th – 8th next year, the real, on-site SIAMS will open its doors at the Forum de l'Arc in Moutier and also showcase its share of improvements to ensure a perfect week and guarantee that visitors and exhibitors directly book the dates of April 16th - 19th, 2024, of the 18th edition of SIAMS, that is.”*

You should not miss the next opportunity to come to Moutier: April 5th – 8th, 2022.

To find out more and get information on the world of microtechnology, there is only one address: [www.siams.ch](http://www.siams.ch).

Next press release: end of January after the information session for exhibitors.

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