



15th edition

14-17 JUNE 2016
GENEVA PALEXPO

Press release

World leader for high precision

EPHJ-EPMT-SMT trade show – dedicated to serving Swiss manufacturing

Switzerland's leading trade show unveiled the programme for the 15th edition of the event today in Zurich. The trade show will take place from 14 to 17 June 2016 in Geneva. The first keynote event is the presentation of a major survey of young people in Switzerland aimed at understanding how they perceive watchmaking and watches.

Geneva, 12 May 2016. Following the example of exhibitors, the **EPHJ-EPMT-SMT trade show** has chosen to innovate, in this case by holding the press conference in Zurich. This is a natural alternative venue for Switzerland's leading trade show, given that 25% of exhibitors and 20% of visitors come from **German-speaking Switzerland**.

Manufacturing is currently faced with a strong Swiss franc and uncertainties about taxation. It is therefore vital to use outstanding international platforms like the EPHJ-EPMT-SMT trade show to highlight **the country's unparalleled expertise** in high precision – from manufacturing to the finished product and beyond. The event showcases **watchmaking and jewellery** (EPHJ), **microtechnology** (EPMT) and **medtech** (SMT).

The EPHJ-EPMT-SMT trade show has grown consistently over the past 15 years. A total of 867 exhibitors registered for the 2015 trade show, with professional visitors from 60 different countries exceeding the 20,000-mark for the first time. One month before the doors open on the 15th trade show, the figures are looking promising and all lights are showing green. *"Despite tougher economic conditions, exhibitors are still committed to attending,"* reports Barthélémy Martin, the project director. *"We have already matched the 2015 figures. By the time the trade show opens its doors, we will have achieved modest growth. This demonstrates how important it is to stay visible when times are tough. What better way to promote your company than by exhibiting at our Show, with 20,000 professional visitors?"*

80% of exhibitors come from Switzerland. The highest profile cantons are Neuchâtel (157 exhibitors), Berne (134), Geneva (110), Vaud (86), Jura (76) and Zurich (31). Exhibitors come from 12 different countries, including France, Germany and Italy.

We have already been promised a large number of **innovations and exclusive previews**. Many exhibitors are waiting for the trade show to present their new products to the multitude of professional visitors who will pass through the doors of the four-day event. *"This is our Show's main asset,"* explains Olivier Saenger, the trade show's co-founder. *"Over 95% of our exhibitors say that they have signed new contracts or opened up access to new markets during the trade show. That is*



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what really counts for them. It proves that supply and demand in these three cross-fertilising, skilled manufacturing sectors lies at the heart of this platform for business and discussion."

An impressive 270 medtech companies have already registered for the 2016 event, confirming the EPHJ-EPMT-SMT trade show's position as the **largest event in Switzerland** dedicated to the medtech segment.

To mark the 15th anniversary, the EPHJ-EPMT-SMT trade show has decided to make a big splash by commissioning a **major survey** of young people aged 16–25 in Switzerland. The survey explores their preferences in terms of watches, how attached they are to watches compared with smart devices and perception of the **Swiss Made** label. *"The results are surprising, given what you hear and read in the media,"* according to André Colard, the trade show's co-founder. *"Young people in Switzerland are far more attached to the values associated with the Swiss Made brand and traditional watches than we are led to believe. Swiss watchmaking has a real appeal too."* Without revealing the survey findings, we can say that there is a clear difference in perception between young people in French and German-speaking Switzerland, although the broad trends and brand preferences are the same.

The survey results will be revealed and presented live at 9.30 a.m. on Tuesday 14 June, when the EPHJ-EPMT-SMT trade show opens its doors. The results will then be discussed in what should be an extremely lively round table, with contributions from **Jean-Daniel Pasche**, President of the Federation of the Swiss Watch Industry; **Xavier Comtesse**, the founder of Watch Thinking; **Joachim Ziegler**, CEO of Les Ambassadeurs, and **Valère Gogniat**, Journalist – Watchmaking (Le Temps – L'Hebdo – Montres Passion).

There will be other keynote round table discussions over the four days. The programme includes a discussion on promising medtech developments, with input from various iconic CEOs and a panel discussion of progress in the field of 3D-printing, including a guest appearance by the eminent Lausanne University Hospital surgeon Professor **René Prêtre**, who will talk about his experience of how the new technology is changing medicine. Advances in laser technologies will also be the subject of a scientific debate, with input from leading European experts, including the distinguished Dr **Stefan Nolte** from the Friedrich Schiller University Jena in Germany. Another exciting round table will look at the future of Swiss watchmaking in tough market conditions. The panel discussion will round off the event programme and will include contributions from **Dominique Renaud**, Swiss master watchmaker and **François Courvoisier**, Dean of the Swiss Institute of Watch Marketing.



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The best innovative projects presented by exhibitors are pitted against one another in the **Exhibitors Grand Prix 2016**. The innovations are screened by the Selection Committee, who produces a shortlist of five nominees. Exhibitors can then vote on the list of nominations to select the 2016 winner, who will succeed to the title currently held by the Ticino-based FEMTOprint.

We look forward to seeing you at the Palexpo conference centre in Geneva from Tuesday 14 to Friday 17 June for the 15th EPHJ-EPMT-SMT trade show (www.ephj.ch/en)

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