



SALON INTERNATIONAL
LEADER DE LA HAUTE PRECISION
HORLOGERIE-JOAILLERIE · MICROTECHNOLOGIES · MEDTECH

15^{ème} édition

14 AU 17 JUIN 2016
PALEXPO GENÈVE

Press release

The EPHJ-EPMT-SMT Show is conducting an exclusive survey to celebrate its 15 years

The EPHJ-EPMT-SMT Show is a unique event that has become the leading international trade fair for high-precision industries, from watchmaking to microtechnology or medtech. To celebrate the Show's 15th anniversary, Switzerland's leading industry show has decided to conduct a massive survey of young people in Switzerland to understand more about how they relate to watches.

Geneva, 22 March 2016 – The 15th EPHJ-EPMT-SMT Show will be held from 14 to 17 June 2016 as always in the Palexpo arena in Geneva.

To mark the anniversary, the organisers wished to contribute to the development of the **watchmaking sector** (EPHJ) by commissioning a large-scale survey of young people in Switzerland aged 15 to 25. The survey will examine how young people today relate to beautiful timepieces. Do fine watches still appeal? Is wearing an elegant watch on your wrist still seen as a sign of social recognition and success?

These are questions that need to be discussed at a time when connected devices are multiplying and capturing young people's attention while the watchmaking industry is wondering where to go next. The survey results will be unveiled during the Show's opening ceremony and will be a key topic for the renowned round table discussions. The survey will also provide a better understanding of whether young people in Switzerland could be interested in watchmaking as a career at a time when the industry is struggling to recruit the next generation.

Current developments in technology and **microtechnology** (EPMT) will also be a core element in the programme, with exciting debates about developments in 3D printing, laser technologies, the Swiss watchmaking market and its capacity to adapt to new conditions.

Early registrations for the 2016 EPHJ-EPMT-SMT Show are looking very promising, with regular exhibitors returning alongside companies who have registered for the first

time. *"We continue to grow in a reasonable and controlled way that is a good sign during a tougher period, when everyone understands the value of promoting their expertise, services and products to more than 20,000 professional visitors from 60 countries,"* comments project leader Barthélemy Martin.

Switzerland' s leading industry show still places a special emphasis on innovation through the **Exhibitors Grand Prix 2016**, which will reward the most innovative project among the many in competition.

Over 255 exhibitors are active in the **medical technology** segment (SMT), making the EPHJ-EPMT-SMT Show the biggest event in Switzerland for the rapidly expanding technology sector. The Medtech Village created in association with BioAlps and Inartis will form the heart of this section. It will bring together institutions such as EPFL, HEPIA, Swiss Global Enterprise or the Y-Parc from Yverdon alongside startup and rapidly developing SMEs.

Over four days, the world of microtechnology and high precision will be present in Geneva for the most essential industry event.

See you at the EPHJ-EPMT-SMT Show from 14 to 17 June 2016 at the Palexpo in Geneva

For more information, visit www.ephj.ch.

The Organising Committee
EPHJ-EPMT-SMT Show

Media contact

Dynamics Group
Stephan Post - Christophe Lamps
+41 22 308 62 20
+41 79 702 00 40 / + 41 79 476 26 87
spo@dynamicsgroup.ch / cla@dynamicsgroup.ch