



## Press release

# Excellent outcome for the 16th EPHJ-EPMT-SMT Trade Show

**With visitor numbers and satisfaction at the same levels as in previous years in a market that is bouncing back, the 16th EPHJ-EPMT-SMT trade show confirmed the resilience and remarkable innovative ability of the professional watchmaking and jewellery, microtechnology and medical technology environment.**

**Geneva, 23 June 2017** – As the doors to the EPHJ-EPMT-SMT trade show closed, the organisers took initial stock of the satisfactory picture emerging for the 2017 event. “The levels of participation and attendance were identical with last year. In a market environment that is bouncing back, this is truly gratifying. This satisfaction is further enhanced by the exhibitors' incredible spirit of enterprise in innovating and improving their products and services year on year, applying know-how that is the envy of the entire world”, explains Alexandre Catton, the Trade Show Manager.

The number of professional visitors is once again close to the 20,000 mark, as in 2016. The exhibitors, close to 850, occupied an area identical to that of last year on just one level. As in every year since its creation, the EPHJ-EPMT-SMT trade show continued to bring together all the prime movers in the high-precision technology sector, at the end of Spring.

This 16th show was also graced by the inaugural presence of Johann Schneider-Ammann, Federal Councillor for Economic Affairs, Education and Research. “It was a high point for the Show”, commented André Colard and Olivier Saenger, the two founders. “He expressed himself in well-chosen and very simple terms in showing his sincere regard for the dynamism of these companies that are the pride of Switzerland. You could tell that he was in his element and happy to be among all these entrepreneurs so similar to himself”.

Another aspect that marked this 16th show was the remarkable innovative ability of the exhibitors, reflected in the quality of the entries for the Exhibitors' Grand Prix. Of these, the WisioScope, produced by Witschi Electronic SA in Berne, took the prize.



The WisioScope is a highly innovative measurement device intended for the manufacture and maintenance of watches and timepieces. Firstly, the acoustic and optical mechanism and amplitude measurements combine ease of use with unequalled precision. Secondly, the use of a stroboscopic effect allows the camera and inbuilt touch screen to see the movement. This innovation was developed in partnership with CSEM in Neuchatel.

The famous EPHJ-EPMT-SMT Show Round Tables once again captured the interest of numerous listeners, fascinated by the subjects presented by Swiss and foreign experts. This was particularly the case with the discussions relating to the Swiss watchmaking model in the presence of master watchmaker Dominique Renaud, and to futuristic applications for 4D printing. The Junior Round Table devoted to jobs for the future in watchmaking was also a great success, attended by large numbers of students.

"The general consensus is that this Show points to the industry's ability to bounce back, thanks to its ingenuity and know-how that seem to know no bounds", said Claude Membrez, General Manager for Palexpo, in summing up. "All the exhibitors interviewed expressed their satisfaction at the end of this show. The contacts were fruitful and the market seems to confirm the improvement seen in the past few weeks".

**We look forward to seeing you at the next EPHJ-EPMT-SMT Show, which will be held from 12 to 15 June 2018 in Geneva.**

For more information, see [www.ephj.ch](http://www.ephj.ch).

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