



15<sup>th</sup> edition

14-17 JUNE 2016  
GENEVA PALEXPO

## Press release

# Another solid performance from the 15<sup>th</sup> EPHJ-EPMT-SMT trade show

**The EPHJ-EPMT-SMT trade show's success story continues. The 2016 show marked the 15<sup>th</sup> anniversary of the international trade show for high-precision industries. The trade show, which has attracted record numbers of exhibitors and passed the mark of 20'000 visitors once again, ends today.**

**Geneva, 17 June 2016** – When the 2016 EPHJ-EPMT-SMT trade show closes its doors, the organisers will be able to look back on another success. *"Despite uncertainties about where the market is going, we had high numbers of exhibitors and visitors – even more than last year. The numbers testify to the sector's resilience and capacity for innovation and diversification,"* comments project manager Barthélémy Martin.

The number of professional visitors exceeded, as in 2015 the 20'000 mark. There were 881 exhibitors in total, an increase from 2015. In the years since its inception, the EPHJ-EPMT-SMT trade show has grown at a steady pace that suits the friendly atmosphere.

Claude Membrez, Managing Director of the Palexpo exhibition centre, is keen to emphasise that: *"The trade show was attended by **Pierre Maudet**, the Canton of Geneva State Councillor for security and the economy, **Jacques Gerber**, Minister for the economy and cooperation in the Canton of Jura and **Jean-Nathanaël Karakash**, State Councillor for the economy and social action in the Canton of Neuchâtel. Their attendance is evidence of their commitment to this industrial expertise, which is unparalleled. It sends a clear message from the political institutions and proves that we need to remain dedicated to providing conditions that will help these companies to grow and evolve."*

Innovation continues to form the backbone of the trade show. Once again, exhibitors demonstrated great ingenuity and creativity in their efforts to take the sector forward. The Modularium produced by the Jura-based **AJS Production SA** was voted the winner of the **Exhibitor's Grand Prix 2016** by participants. Exceptionally, a **Special Jury Prize** was awarded to the **Haute École Arc Ingénierie** in Neuchâtel for the Micro5, a five-axle milling machine on an incredible scale.



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The first high point in the trade show was the presentation of a **major survey** exploring how young people in Switzerland relate to watches. The findings provided plenty of food for discussion at the trade show and in the media. The main conclusion to be drawn from the survey is that young people in Switzerland have a real affection for traditional watches and are committed to the values of the Swiss Made label.

*"We wanted to use this national survey to mark the 15<sup>th</sup> EPHJ-EPMT-SMT trade show and to improve our understanding of the watchmaking market,"* chorus André Colard and Olivier Saenger, the trade show's co-founders. *"We set up the trade show in 2002 to meet a need. Now we look back at how far we have come and at the incredible talent demonstrated by our exhibitors. They have consistently overcome challenges and will continue to amaze us."*

The round table discussions that are an essential feature of the trade show attract large audiences who are passionate about the issues being debated by renowned Swiss and foreign experts. This was apparent in the discussions on the limits of 3D-printing, new laser applications, potential uses for medtech and the future of watchmaking.

Information gathered during the trade show revealed that exhibitor satisfaction levels remain high, with many business deals being discussed at the event.

We look forward to seeing you at the next EPHJ-EPMT-SMT trade show, which will be held from **20 to 23 June 2017** at the Palexpo in Geneva. A large number of exhibitors have already confirmed that they will be attending the 2017 event.

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

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