



15<sup>th</sup> edition

14-17 JUNE 2016  
GENEVA PALEXPO

## Press release

### The world leader for high precision

## The EPHJ-EPMT-SMT trade show opens its doors tomorrow in an atmosphere that encourages innovation

Switzerland's most important trade show opens its doors tomorrow at Palexpo – Geneva. The 15th edition of the trade show, which runs until 17 June, should make its mark on the history of an event dedicated entirely to the high-precision sectors of watch- and jewellery-making (EPHJ), microtechnology (EPMT) and medical technology (SMT). In spite of an increasingly difficult economic environment, the exhibitors have driven their ingenuity to present numerous innovations.

**Geneva, 13 June 2016.** The 15th edition of the **EPHJ-EPMT-SMT** trade show opens its doors at Palexpo Halls 1-2 in Geneva at 9.15 a.m. tomorrow morning for four days of exhibitions, business, discussions, conferences and ceremonies. Rightly considered the most important annual industrial show in Switzerland exclusively for trade visitors, the **EPHJ-EPMT-SMT** trade show is also unique in the world in the high precision sector. That's because it showcases the kind of watchmaking and microtechnology know-how the entire world would love to be able to emulate.

This explains why more than **20,000 trade visitors** from 62 countries attended last year's trade show. What will happen this year? *"We have a green light,"* says project manager Barthélémy Martin. *"The number of exhibitors is a little higher than last year and we are very close to our maximum capacity; it is an even more international crowd than before. We have seen an increase in watchmaking and slight growth for the players in the medtech sector."*

In total, **881 exhibitors** will welcome visitors from tomorrow onwards, up from 867 in 2015. The exhibitors hail from **13 countries**. 80% of them come from Switzerland. The cantons most represented among the exhibitors are **Neuchâtel** (160 exhibitors), **Berne** (137), **Geneva** (110), **Vaud** (89), **Jura** (76) and **Zurich** (30). The EPHJ sector is growing gradually, demonstrating that companies are in aggressive mood in spite of the slowdown in their sector. *"They are right,"* says André Gilbert, the co-founder of the trade show. *"It is in the most difficult times that we must demonstrate our capabilities, innovate, seek out our customers and enter new markets by taking advantages of the synergies at the show with other sectors."*

Albeit initially quite embryonic, the synergies between the three sectors of the EPHJ-EPMT-SMT trade show are now obvious to all. This can be seen in the 2016 edition, which features **285 exhibitors** who have ventured into the **medtech** sector, a sizeable proportion of whom originated in



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the watchmaking or microtechnology sector. It should also be pointed out that business is done not only with visitors but also amongst exhibitors.

The other focal point of the EPHJ-EPMT-SMT trade show is **innovation**. This can be seen in every aisle at the trade show thanks to the ingenuity and know-how of all these SMEs and start-ups, which are constantly inventing new technologies or improving on existing ones. It also explains why visitors from around the globe come to Geneva to discover rare gems and find innovation that will enhance their finished product and make the difference on the market.

The 2016 edition is no exception to this rule and will feature a large number of innovations and previews. The most remarkable of these will vie for the **2016 Exhibitors' Grand Prix**, which will be awarded tomorrow night.

To celebrate its 15th anniversary, the EPHJ-EPMT-SMT trade show decided to commission **an exclusive survey** of young adults in Switzerland (aged 16-25) to determine their connections with watches, their preferences, their attitudes towards the emergence of smart products and what the expression "Swiss-made" means to them. *"The results are surprising, given what we read or hear about in the media,"* said Olivier Saenger, co-founder of the trade show. *"Young Swiss people are much more attached to traditional watches than you would think, but they make their choice based on criteria that resonate with the heart of watchmaking."* The findings will be revealed at the trade show's opening **at 9.30a.m. on Tuesday 14 June**. They will also be discussed at an exceptional round table featuring **Jean-Daniel Pasche**, the President of the Swiss Watchmaking Federation; **Xavier Comtesse**, the founder of "Watch Thinking"; **Joachim Ziegler**, the CEO of Les Ambassadeurs; and **Servan Peca**, a journalist at *Le Temps*.

Other important **round tables** will follow over the course of the four-day trade show. The programme includes a discussion on promising medtech advances, with input from various iconic CEOs, and developments in 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 technology will also be at the heart of a scientific debate with some of the Europe's leading experts, including the renowned Professor **Stefan Nolte** of the University of Jena in Germany. The future of the Swiss watchmaking industry within an increasingly difficult climate also will be a fascinating round table at the very end of the programme. Expected participants include **Dominique Renaud**, a Swiss grand master watchmaker; and **François Courvoisier**, the Dean of the Institute of Watch Marketing.



INTERNATIONAL TRADE SHOW  
**HIGH-PRECISION LEADER**  
WATCHMAKING AND JEWELLERY - MICROTECHNOLOGIES - MEDTECH

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

Find the trade show on:

- Twitter: @ephj\_epmt\_smt
- Official hashtag of the trade show: #ephj16
- LinkedIn: EPHJ EPMT SMT page

Media accreditation: <http://www.ephj.ch/en/medias-and-contacts/>

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