



Press release

EPHJ-EPMT-SMT Trade Show

2019 show looks promising as it opens its doors to the world

- **The next edition of the most important annual trade show in Switzerland, EPHJ-EPMT-SMT, will take place in Geneva between 18 and 21 June this year. This high-precision gathering is unique anywhere in the world and attracts more international buyers every year.**
- **It will be opened on 18 June by Ms Ineichen-Fleisch, Secretary of State and Director of the State Secretariat for Economic Affairs (SECO).**

With more than 800 exhibitors from 18 countries and 20,000 international industry visitors expected from 5 continents, the 18th edition of the EPHJ-EPMT-SMT Trade Show 2019 will continue in the tradition of previous events.

While some trade shows are asking themselves questions about their format, the EPHJ-EPMT-SMT Trade Show, which is dedicated mainly to watch-making suppliers, knows no such crisis. “EPHJ-EPMT-SMT is a B2B show,” explains Alexandre Catton, the director of the show. *“That is both its strength and its niche. The exhibitors can meet not only Swiss but also international professionals who represent various brands and have come to do business, find out about new products or discover new technologies for their finished product.”*

The Trade Show is a dazzling showcase of high-precision technology in the fields of watchmaking, jewellery, microtechnologies and medical technology. It is also a much-anticipated opportunity for players in the industry to present their innovations or tangible improvements to existing technologies.

The companies exhibiting at the EPHJ-EPMT-SMT Trade Show pursue a shared technological goal: excellence in high precision. The event is a breeding ground for technical and commercial synergies between the different players and the growing number of exhibitors (330) that have announced they will be diversifying into medtech – a highly promising industry at the global level. At the same time, there are 704 exhibitors who are based in the watchmaking industry, which remains the foundation and *raison d’être* of the Trade Show.

This year's event will be bigger and better than ever, with 120 new companies exhibiting in Geneva compared to last year. These new exhibitors are testament to the progress and new technical demands within this industry focussing on high-precision tooling, machines and services. Control and quality levels of finished products are playing a more and more important role among these exhibitors, and on a smaller and smaller scale.

There will also be a focus on Industry 4.0 and innovative concepts to connect the digital and real worlds. Another technology that is on everyone's lips and has been embraced by several exhibitors is 3D printing, with solutions geared towards realising even the most complex projects in record time, from design right through to production.

Last but not least there is the field of robotics, which has advanced in leaps and bounds in recent years and is now able to execute extremely precise micro-assemblies (accurate to the micron) and deploy 3D gesture recognition to perform automated component coupling and decoupling on different surface finishing tools. There are also clear developments in terms of environment simulation equipment, heat technology, clean rooms and containment.

The EPHJ-EPMT-SMT Trade Show will again feature a European Hub, where start-ups are welcomed in a comfortable and stimulating environment to showcase their innovations at the cutting edge of technology. Like every year, the two awards *Grand Prix des Exposants* and *Challenge Watch Medtech* will pay homage to the best companies in their field who have impressed their peers and juries of experts with the quality of their innovations.

The popular Round Tables at the EPHJ-EPMT-SMT Trade Show will address burning topics such as the changing face of the integration models of watchmaking suppliers, the best methods to ensure the survival and success of SMEs, the challenge posed by regulatory standards in medtech, the latest innovations in the field of lasers, or the need for ongoing training in the watchmaking and jewellery industry in light of the gradual disappearance of certain professions.

EPHJ-EPMT-SMT Trade Show from 18 to 21 June 2019 at Palexpo in Geneva.

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