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With “automation & electronics”, know-how will be concentrated in one place

“A unique opportunity”

Over recent years the successful “AUTOMATION Schweiz” fair has developed into the Swiss trade event for the automation and electronics sector. A collaboration between the trade association swissT.net and the international trade fair organiser easyFairs® will create a compact format in which expertise in the organisation of trade fairs will be combined with specialist know-how regarding “swissT.fair” events. A consolidated market presence from 2015 onwards promises advantages for all those involved. The chances and opportunities offered by the “automation & electronics” trade fair format in 2015, in particular for the Swiss automation and electronics industry, are discussed here for the first time in an exclusive interview with five members of the swiss.T.net trade fair committee.

1. The Swiss trade association swissT.net has made positive comments regarding the decision to collaborate with the experienced trade fair team at easyFairs® Switzerland GmbH on the organisation of this important industry event in 2015. As the responsible individuals on the swissT.net Trade Fair Committee, what does “automation & electronics” mean for your association and the industry as a whole?

Roland Steinemann, Managing Director, swissT.net: The aim is to provide visitors with an annual opportunity to find out all about industry news and trends – face to face and on a first-hand basis – as well as to cultivate existing contacts and create new ones. In many respects, personal contact is of greater value than the electronic exchange of information, which is why a platform of this kind is needed.

Eric Brütsch, member of the Main Board and Trade Fair Committee of swissT.net and Head of Automation Systems, Siemens Schweiz AG: The introduction of “automation & electronics 2015” satisfies the desire of swissT.net
members to see a clearly structured and optimised Swiss trade fair landscape. The trade fair complements Sindex by offering an ideal platform for the presentation of new products and for representatives of all the different sectors to meet in one place. With locations in both German- and French-speaking Switzerland, we also possess an ideal regional basis.

**Paolo Salvagno, Managing Director, B&R Schweiz:** The merger of the two trade fairs “SwissT.fair” and “Automation Schweiz” into the new “automation & electronics” format was a wise and long-awaited decision. Thankfully there will now be one trade fair in the non-Sindex years, which will hopefully attract more visitors. In the past there were too many different products in the Swiss trade show landscape.

**Werner Erismann, Managing Director Erismann Consulting and President of swissT.net Section 42: Robotics & Systems:** I’m not an exhibitor at trade fairs but I advise companies on the appropriate or important fairs and make recommendations regarding participation. For the trade association swissT.net it is very important that “automation & electronics” comes into being in 2015.

**André Spring, Member of executive board, Ineltro AG:** “automation & electronics” will provide the electronics sector with an opportunity, in alternate years, to showcase ourselves on a unified industry platform. This platform will be important to us in 2015 as a way of foregrounding our technical expertise, getting to know new business partners and meeting up with our existing partners and customers.

> “Only with the best automation can the ‘Swiss-Made’ label succeed in the global marketplace”

(Roland Steinemann, swissT.net)

2. What is the general mood concerning this new project being realised in collaboration with the trade fair organiser easyFairs? What special opportunities does it present?
**Roland Steinemann:** It should probably be seen as a unique opportunity for exhibitors, for visitors and for Swiss industry. easyFairs possesses enormous know-how in the organising of trade fairs and our members, through their work on the various committees, are well acquainted with visitor needs. These are the best possible preconditions for setting off in a new direction together and making a positive market impact in 2015.

**Eric Brütsch:** I’m convinced the decision to collaborate is the right one. The format is also ideal for alternate years. The main opportunity, as I see it, is that exhibitors will no longer have to decide which trade fair to take part in. The resulting increase in exhibitor numbers will, in turn, be a major advantage for visitors. They will be able to benefit from the collected know-how of the Swiss industry in one place.

**Paolo Salvagno:** easyFairs has always organised “Automation Schweiz” in a highly professional manner. We can benefit from their experience. There are plenty of good ideas on hand which we now need to channel and implement in the most effective way.

**Werner Erismann:** A very clear statement. easyFairs puts on good, straightforward, inexpensive and successful exhibitions. Many people regret that the trade fair AUTOMATION will no longer be held. It was extremely well established in Winterthur – with very good results for the exhibitors. The synergies arise from the fact that the association swissT.net has a large number of members who will be able to show products relating to the automation & electronics industry to an interested constituency of visitors at the planned “automation & electronics” trade fair.

**André Spring:** In conjunction with the other interesting and leading companies that are already represented on the Trade Fair Committee, this platform offers a wide range of technologies. Bundling these synergies on a single platform presents a major opportunity for the Swiss automation and electronics industry – and also for the trade association swissT.net. This will offer individual developers the synergy of being able to find out about the current state of research and development on a
single day in a highly concentrated manner.

3. **This platform was welcomed by the seven-member Trade Fair Committee as an important component within the industry. What do you see as the committee’s particular task?**

**Roland Steinemann:** Primarily, of course, to organise the trade fair in such a way that it will be of interest to visitors and exhibitors alike. And also, without doubt, to have the courage to look at and implement new ideas and concepts. Fundamentally, though, it is about something even more important: only with the best automation can the “Swiss-Made” label succeed in the global marketplace. The typical characteristics include relatively low production runs, complex products and short delivery times. And in order for “best automation” of this kind to originate in Switzerland, there is a need for proximity and trust between supplier and customer. And trust can only develop where people know each other.

**Eric Brütsch:** For me, one of the most important aspects is to satisfy the sector’s need for a networking platform and a platform for the presentation of new and innovative products. At the same time, we also want to take account of the exhibitor’s wishes. If we succeed in achieving an ideal mix, everyone will be happy and will make a note of next year’s event in their diary. With our experienced trade fair team the conditions for this are already well and truly in place.

**Paolo Salvagno:** The Trade Fair Committee discusses all the key points relating to the trade fair concept and votes on them. An important aspect of this is to take into consideration and do justice to the needs of the sector.

**Werner Erismann:** I see my task primarily as pointing out to our members the opportunities offered by this trade fair. This involves providing people with information and clarifying how the collaboration between easyFairs and swissT.net will work. Also acquiring companies that show an interest in participating, holding discussions … and of course doing PR work!

**André Spring:** As the representative of the electronics group within swissT.net, I
also see myself as representing our sector and standing up for our interests. At the same time I will do all I can to make “automation & electronics” an interesting event for visitors and exhibitors alike.

“A special proximity and trust between suppliers and customers”  (Roland Steinemann, swissT.net)

4. How, in concrete terms, will things proceed over the next few months?

Roland Steinemann: The format needs to gradually acquire a “face”. The brand will have to be created and given some substance so that images can be planted in people’s heads. In my view it is also important to differentiate the trade fair from other formats. Only by so doing can we develop our own profile and establish ourselves in the long term.

Eric Brütsch: The concept and a proposition containing the key points have been drawn up. The task now is to inform the market and to get the “automation & electronics” name known.

Paolo Salvagno: The Swiss trade fair landscape has changed significantly over the past few years. Nevertheless the association is 100 per cent behind the new fair and will do all it can to make it a success!

André Spring: Over the coming months we will be working together on the detail that a project of this size entails. We will define our goals together and work towards the 2015 start date.

5. Mr. Brütsch – as Head of Automation Systems at Siemens Schweiz AG, what does “automation & electronics” mean for your company?

Eric Brütsch: “automation & electronics” offers a good network platform and the opportunity to present product and system innovations during the “trade fair in-between years”. The range of standard exhibition spaces and stands on fixed and
fair terms is also highly attractive. Furthermore, with its locations in German and French Switzerland, “automation & electronics” offers good market coverage. That the same stand can be used twice is an additional advantage.

“A wise and long-awaited decision”
(Paolo Salvagno, Managing Director, B&R Schweiz)

6. What does this joint project with easyFairs mean for Siemens Schweiz and in what areas do you see particular synergies?

Eric Brütsch: easyFairs is an established trade fair professional in the Swiss market and has already demonstrated its expertise with “Automation Schweiz”, “Maintenance Schweiz” and other formats. As an exhibitor at swissT.fair, based on a similar concept, we see synergies being achieved through the merger. The trade fair concept is building on what has already been achieved while at the same time introducing new and innovative ideas.

7. Mr. Brütsch, what is your goal at Siemens Schweiz for “automation & electronics”?

Eric Brütsch: There is some time to go until the first “automation & electronics” in 2015. Nevertheless we already need to include the fair in our planning. We will be promoting the fair accordingly, because we are convinced the new format will be extremely well received by our customers.

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Information about easyFairs®

easyFairs® makes it easy for professionals to learn about innovation either face to face or online. With headquarters in Brussels and an international network of offices, easyFairs® organises trade fairs in Austria, Belgium, Canada, Columbia, Denmark, Finland, Germany, Ireland, the Netherlands, Norway, Poland, Singapore, Spain, Sweden, Switzerland and the United Kingdom.

easyFairs® Switzerland 2014 events at a glance:

Maintenance Schweiz 2014, 5 & 6 February 2014, Messe Zürich, Hall 2
Verpackung Zürich 2014, 26 & 27 March 2014, Messe Zürich (Halls 3 and 4)
Packaging Innovations Zürich 2014, 26 & 27 March 2014, Messe Zürich (Halls 5, 6 and 7)