



Fällanden, 27<sup>th</sup> February 2018

**Press release**

## **PRODEX and SWISSTECH – the most important platform for the MEM industry**

**The time has come again: From 14 to 17 May 2019, the trade fair power duo PRODEX and SWISSTECH will be showcasing what they have to offer at Messe Basel and looking to the future with a revamped image.**

The pair, consisting of PRODEX – the Swiss trade fair for machine tools, tools and production measurement – and SWISSTECH – the international trade fair for materials, components and system assembly – offer the most comprehensive and expert overview of the Swiss MEM industry. The successful duo have stated that they aim to feature the entire process chain at the trade fair in Basel between 14 and 17 May 2019. Bookings for exhibition stand area are now being taken. Those who are quick off the mark can benefit from the early-bird offer.

### **Combining tried-and-tested solutions with new innovations**

The constant march of digitalisation is placing considerable demands on the interface between man and machine, while at the same time we are grappling with new production techniques. The exhibition's new contemporary and attractive look reflects how the event combines technology, craft and science. Current trends in the industry take centre stage under the main topic of "smart automation", allowing trade visitors to experience the interlinking between innovation and business.

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### **Knowledge and networking platforms**

PRODEX is supported by the major sponsor associations SWISSMEM and tecnoswiss (the Association of Swiss Machine and Tool Distributors) and paints a comprehensive picture of Swiss machine tools, tools and production measurement.

SWISSTECH presents all the ins and outs of the supply industry with the help of its two partner associations procure (the industry association for purchasing and supply management) and swissT.net (umbrella organisation for various segments of the Swiss technology sector). This exhibition has a compact new layout in the Event Hall (on the ground floor) and Hall 1.1.

Together, the trade fair duo form the ideal knowledge and networking platform for current and future industry issues that can benefit all experts working in the MEM industry – including young professionals on the traditional day dedicated to fresh talent.

### **PRODEX Award – The Swiss Technology Prize**

The most prestigious Swiss technology prize for top international achievements in manufacturing and production will be presented for an impressive sixth time in collaboration with the trade fair organiser Exhibit & More Ltd, Swiss Maschinenmarkt magazine (SMM) and its French counterpart (MSM). They will be supported by a panel of experts representing universities and industry associations.

### **For more information, please contact:**

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