



Fällanden, 14 May 2018

Press release

PRODEX and SWISSTECH – 365/0830!

Let the countdown begin. There's just one year to go until the established trade fair power duo PRODEX and SWISSTECH showcase their revamped image and concept at Messe Basel from 14 to 17 May 2019. It's clear to see that both trade fairs are on the right track by the sheer number of registrations already received from a variety of industry leaders twelve months before the event.

The trade fair 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 – enjoys strong support from the entire MEM industry and professional associations. It has provided an opportunity for forging new partnerships. Supply and demand in the MEM industry meet at Messe Basel from 14 to 17 May 2019. Exhibition stand areas can be booked since March 2018.

Mixing the new with the tried and tested

The revamped image reflects how the event combines technology, trade and science. These pillars are what makes Switzerland so attractive as a centre for industry. The new hall arrangement at SWISSTECH in the Event Hall (on the ground floor) and Hall 1.1 offers an ideal platform for exhibitors and shortens the routes for trade visitors. Another new aspect is that both trade fairs will now be opening their doors from as early as 8.30 a.m. The proven day dedicated to fresh talent and the PRODEX Award ceremony are inherent parts of the event.

Switzerland as an industrial centre

Swiss products hold the top spot in the global market. The situation is well-known – Switzerland is struggling with the structures of a high-wage country. Despite high technology standards, this is certainly not the best way to stay in business at national or international level. Companies are becoming increasingly aware that digitalisation and automation are vital. Those who overlook this issue in the modern climate will lose out. High-tech products and creativity will be the focus at PRODEX and SWISSTECH. Throughout the four days of the trade fairs, subjects such as Industry 4.0 and automation will be both seen and experienced.

Under the key topic of **“smart manufacturing”**, a variety of core technologies and technical concepts will be explored both visually and interactively.

Continuing professional development

The dual training system is an important cornerstone of our global success. Together, the trade fair duo create the ideal platform for this. The trade fairs place a special focus on the training and education of our youth, which is why the organiser has invited apprentices and students to Basel.

Awarding the most notable Swiss technology prize

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

Two fairs, one ticket = more technology

Basel is the most important meeting and market place in the MEM industry for Switzerland as an industrial centre. Almost 50,000 trade visitors registered for PRODEX and SWISSTECH across the four exhibition days in 2016. In May 2019, it will once again be possible to visit both trade fairs with one ticket.

You can find further information and registration documents on the updated websites: www.prodex.ch, www.swisstech-messe.ch.

Box

Opening times

Tuesday, 14 to

Friday, 17 May 2019

from 8.30 a.m. to 5.00 p.m.

Venue

MCH Messe Schweiz (Basel) AG

Messeplatz

P.O. Box, CH-4005 Basel

PRODEX: Halls 1.0 and 1.1

SWISSTECH: Event Hall and Hall 1.1

Ticket prices

Day pass – CHF 25

Online ticket with registration – free

Info

www.prodex.ch

www.swisstech-messe.ch

Organiser

Exhibit & More Ltd.

Bruggacherstrasse 26

CH-8117 Fällanden

For more information, please contact:

Exhibit & More Ltd., Bruggacherstrasse 26, CH-8117 Fällanden

Eugen Da Pra, PRODEX & SWISSTECH Show Director, eugen.dapra@exhibit.ch

Lea Maurer, Head Communications, lea.maurer@exhibit.ch

+41 (0)44 806 33 33

www.prodex.ch, www.swisstech-messe.ch