

Fällanden, 21 May 2019

Final report

## PRODEX and SWISSTECH: The Swiss MEM industry needs this meeting place



Earlier opening times and the good quality of trade visitors delighted the exhibitors.

The trade fair duo PRODEX/SWISSTECH ended on Friday, 17 May after four successful days in Basel. This year, the meeting point of the Swiss MEM industry again presented new features, innovations and trends. Almost 500 national and international exhibitors provided information to trade visitors from purchasing, procurement, manufacturing and production on a 56,000 m<sup>2</sup> site. The organisers and exhibitors are delighted with the level of visitor interest.

Due to the new ticketing system which only registers each visitor once per day, no comparison can be made with previous events. In total, 34,027 trade visitors were

counted this year, and, according to the exhibitors, these were of a consistently high quality. The new opening time — which was brought forward to 8.30 a.m. — gave exhibitors more time for discussion, which was really appreciated.

### **New features were a success**

The Smart Manufacturing Platform of around 2,000 m<sup>2</sup> became a networking zone. Besides various forums, podium discussions and special exhibitions, industry associations, industry partners, start-ups and innovative projects, as well as the PRODEX Award nominees, gave presentations.



The digital platform Memtec.plus was launched at a special ceremony.

The digital meeting place “Memtec.plus” was officially launched at a special ceremony on the first day of the trade fair. By the end of the trade fair, over 10,000 users had already registered. Show Director Eugen Da Pra explains: “This new platform enables participating companies and individuals to keep up to date 365 days a year and to network with the MEM industry when the trade fair is not on. We are overwhelmed by this result”. The trade fair organisers are also happy that the two new visitor websites recorded over 125,000 hits up to the end of the trade fair.

### **PRODEX Award Swiss Made: World class rating**

The PRODEX Award was also presented at the trade fair this year for the sixth time. The winner was GF Machining Solutions International SA, which has developed new technology for wire cut EDM. Fraisa SA came second, with its development of an end

milling tool for milling complex spatial contours. Bystronic Sales AG took the third podium spot with perfected laser cutting without tilting metal pieces.

Alongside the best innovations, the "Best Performance Company Award" was presented for the first and only time. This went to Mikron Tool SA Agno for numerous years of outstanding company performance.

The verdict from Eugen Da Pra: "Our expectations were exceeded. The positive reaction proves that PRODEX and SWISSTECH are the two leading trade fairs for Switzerland as an industrial centre. I am already looking forward to next time – when the meeting point for the Swiss MEM industry opens its doors again".

**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](http://www.prodex.ch), [www.swisstech-messe.ch](http://www.swisstech-messe.ch)