

The mediSIAMS – a Show-Case of Technology in the Service of Medicine, Surgery, and Dentistry

The first mediSIAMS took place from April 25th till April 28th, 2007.

Allow me to present a brief excursion into the past. In 2006, when we decided to embark on this new adventure, we aimed for a meeting uniting 80 exhibitors. However, we exceeded this goal by far although it seemed quite ambitious to us at the time for, in the end, there were more than 200 exhibitors present at mediSIAMS 2007.

What did cause us to organize a fair focusing on medical technology?

This type of technology is broadly represented in our region. In fact, it is our tradition to manufacture small precision components – typically used for the watch and clock industry. However, these are the very qualities also required to manufacture parts for the medical sector.

What then is produced in our region for the medical sector?

In my opinion, the regional production, and I am talking of the Arc jurassien, may be divided into four categories:

Firstly, finished products. These are products that may directly be used by a physician or dentist when treating a patient.

- Three examples:
 - o milling spindles such as used by a dentist (Bien-Air)
 - o dental implants used by dentists in the course of treatment (Straumann in Villeret)
 - o various cutting tools such as dental drills or reamers (Precimed in Orvin)

Secondly, parts manufactured by subcontractors for the aforementioned end users.

- Two examples:
 - o the numerous bulk manufacturers of turned parts; for instance of surgical screws, dental implants, or the parts needed for medical devices and instruments.
 - o the mechanical workshops that produce other parts such as artificial femurs.

Thirdly,

- machine manufacturers producing the machines required to manufacture the parts supplied by subcontractors (Willemin-Macodel in Bassecourt, TORNOS in Moutier)

Fourthly,

- all manufacturers of devices, measuring instruments, and special basic materials for the medical sector (such as, in particular, titanium).

How important is this market judged to be for our region?

The international market of medical technology is a market of about \$ 200 billion with an annual growth rate of about 7–8%. The Swiss industry of medical devices consists of more than 500 companies and our region has an important position within it.

But let us return to the 200 exhibitors of the 2007 mediSIAMS – what exactly did they present?

They presented what is produced in the region, of course, but you also have to emphasize that several companies of worldwide renown even decided to turn their participation in mediSIAMS into an event of European importance. Among others, internationally leading important manufacturers of machine tools and very important manufacturers of devices and apparatuses have included this fair in their list of main events in 2009.

In addition, a lot of small companies were also present at mediSIAMS. These small companies only rarely frequent other exhibitions and fairs for reasons of cost or availability. However, they are highly innovative and will present inventive and practical products suitable to quite substantially optimize even cutting-edge means of fabrication.

And what did visitors from the industry find at mediSIAMS?

The four-day fair offered an opportunity to discover, in the broadest sense, specific means of production: products specifically intended for the medical and dental sector.

Thus, visitors from the industry were able to discover a large range of inventive, new, practical, original, highly specific, and innovative products of cutting-edge technology meeting the requirements of this market.

It was an excellent opportunity to discover how enormously efficient and productive our region is in the domain of cutting-edge technology.

Those in charge at mediSIAMS made every effort to ensure visitors from the industry were able to fully profit from the opportunity they were offered to

- realize how very important the demand for microtechnological products is for healthcare;
- assess market potentials;
- discover the broad range of possible productions as well as the large variety of those active in this field;
- find innovations promising future added value;
- analyze and compare the solutions presented by competitors;
- finally convince themselves, if they have not done so already before, just how important is for one's own company to develop competences that shall allow them to break into this market.

At mediSIAMS everything was engineered to allow visitors on a single day:

- to visit all stands in which they are interested;
- to get all documentation on existing production competences for professional in the fields of medicine and dentistry;
- to contact all those in charge of the companies with which they already worked or with which they wanted to establish business relations.

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