

# The Swiss Industries Fair 1951

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**THE SWISS INDUSTRIES FAIR 1951.**

An exhibition of the importance of the Swiss Industries Fair, which will be held in the period 7th to 17th April, 1951, could not fail to reflect the profound changes which are taking place in the economic structure of a country.

A factor which gives particular pleasure and satisfaction is that, from 1939 to 1950, the Swiss Industries Fair has succeeded in doubling the number of exhibitors and in increasing threefold the floor space of the exhibition halls. In the last few years some 600,000 visitors have been attracted to each of the Fairs, of whom some 20,000 came from foreign countries.

Born of the need for co-operation freely admitted and granted by Swiss commercial and industrial circles, the Industries Fair continues to be strongly attached to the principle of economic liberalism which prompted the Swiss Confederation, even before others thought of it, to open up as far as possible the free exchange of goods with Luxemburg, Belgium, France and Western Germany.

Although Switzerland can only exist by maintaining her export trade, she nevertheless constitutes a commercial partnership which is not devoid of interest. Recognising the value of the labour of other countries, she does not limit her imports only to raw materials but extends them to cover finished products as well. These are the facts on which the importance of the Swiss Industries Fair in Basle is based, providing as it does concrete evidence of the results obtained from healthy and free competition. The mission of the Fair is to reveal the improvements and novelties brought out from year to year by Swiss industry which itself is anxious to follow the ebb and flow of economic conditions on the world's markets.

The object of the Swiss Industries Fair is to integrate Swiss production, highly specialised as it is, into the general production of other industrial countries. It offers a unique opportunity of gaining a general idea of the industrial production of the country and of noting under the most favourable conditions the amount of progress made within a year.

Easily accessible by rail, road or air, Basle makes every effort to turn the Swiss Industries Fair into a real centre of welcome for the 11 days duration of the Fair. In this connection it is advisable to obtain all the information needed from the Swiss Legations, Consulates and other Swiss representatives who will most readily assist visitors with helpful information.

**SWISS WEEK.****Manchester 19th — 3rd March, 1951.**

A "Swiss Week" is being held in Manchester from the 19th of this month to March 3rd.

An exhibition in the Central Library of various aspects of Swiss life, window displays in more than thirty shops, lectures and concerts of Swiss folk music will be part of the "Swiss Week".

The Swiss Minister, M. Henry de Torrenté, will visit the City and at the Rylands Library there will be an exhibition of the library's manuscripts and printed books of Swiss origin which date from the eighth century. Other events during the period will be displays of yodelling and the playing of "alphorns". This "Swiss Week" has been organised by Mr. J. J. Huber, Swiss Consul in Manchester, in co-operation with the civic authorities. M. H. de Torrenté will call on the Lord Mayor, Alderman S. P. Dawson, on Saturday, February 24th, at the Town Hall, and later welcome the guests at a Swiss evening at the Albert Hall, Peter Street. M. V. Umbricht, Commercial Attaché to the Swiss Legation, will address members of the Manchester Chamber of Commerce on "Anglo-Swiss Trade Relations".

**CITY SWISS CLUB**

Will Members kindly note that the next

**MONTHLY MEETING**

will take place on **Tuesday, March 6th, 1951, 6.30 p.m. for 7 p.m., at Brown's Hotel, Dover Street, W.1.**

The dinner will be followed by a game of Jass or Bridge.

Members wishing to attend should send their cards to The Manager, Brown's Hotel, Dover Street, W.1, to reach him not later than Monday, November 6th, 1950.

C. E. SEINET,

Hon. Secretary.

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