

# Expo 1964

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With the outbreak of the Second World War the position underwent a radical change which affected the different products in various ways. As a result of increased scope for application the demand for raw aluminium by Swiss processing industries grew, with the result that less was available for export. Whereas until 1939 virgin aluminium accounted for the bulk of aluminium exported, the trend in exports since then has come to rest more heavily on semi-manufactured products, about a seventh of the output now being earmarked for foreign markets. The finished product and foil industries also export a large part of their production. The following table shows the development of exports of virgin aluminium, aluminium alloys, semi-manufactured and finished aluminium products and aluminium foils since the end of the Second World War:

	<i>Virgin aluminium</i>		<i>Aluminium alloys</i>		<i>Semi-manufactured aluminium products</i>		<i>Finished aluminium products and foils</i>	
	tons	million	tons	million	tons	million	tons	million
	Franks		Franks		Franks		Franks	
1946	402	0.8	401	0.6	3,707	13.5	2,540	19.2
1950	9,563	14.5	2,475	3.2	3,157	10.2	3,678	18.9
1955	4,596	8.7	2,667	4.8	4,085	16.3	7,453	45.5
1960	7,459	18.0			9,060	36.1	9,324	60.6
1962	8,562	21.3			7,057	30.6	10,137	66.8

During this period the virgin aluminium and aluminium alloys produced in Switzerland were exported mainly to the Benelux countries, Scandinavia, the Federal Republic of Germany, Great Britain, Italy, Spain, Austria and the United States, as well as to some of the South American states. Because of their high standard of quality Swiss semi-manufactured and finished aluminium products are in high demand abroad. The geographical distribution of exports presents the following picture:

#### Semi-manufactured exports

	<i>Europe</i>	<i>Africa</i>	<i>Asia</i>	<i>North America</i>	<i>Central &amp; South America</i>	<i>Australasia</i>	<i>Misc.</i>
	tons	tons	tons	tons	tons	tons	tons
1950	2,566.4	9.6	184.8	18.6	371.5	6.0	
1955	3,357.8	63.4	267.5	255.9	140.1	0.1	
1960	6,751.8	921.9	121.7	680.1	561.8	6.4	16.5
1962	5,119.3	1,171.7	216.4	304.1	214.2	4.5	27.0

#### Exports of finished products and foils

(Tariff items: 7604.10/31, 7605/07-16, 8214.20, 8215.20, 8301.10, 8306.20, 8313.20, 8314.10 and 8417.20-26)

	<i>Europe</i>	<i>Africa</i>	<i>Asia</i>	<i>North America</i>	<i>Central &amp; South America</i>	<i>Australasia</i>	<i>Misc.</i>
	tons	tons	tons	tons	tons	tons	tons
1950	2,065.2	247.7	815.5	136.0	413.1	0.4	
1955	4,531.0	701.7	1,061.1	473.8	626.3	59.2	
1960	5,732.0	369.3	770.0	966.6	1,030.7	410.5	45.3
1962	6,190.0	858.3	743.1	1,332.1	828.7	133.6	51.2

The industrialisation encouraged by the Second World War brought about remarkable structural changes in the export markets. Countries which had previously imported aluminium products from Switzerland started to set up their own production facilities. However, because the prices for Swiss aluminium could be kept remarkably stable despite rising wages and raw material costs, and also because semi-manufacturing factories were quick to adapt

themselves, Swiss semi-manufactured and finished products were still able to retain their share of overseas markets in the face of powerful foreign competition.

(From "Swiss Industry and Trade", September 1963.)

## EXPO 1964

The press was recently asked to attend the showing near Zurich of the "total" camera, the first of its kind in the world. With its fifty-seven objectives, this new device looks like an oversized porcupine. Affixed to a special pylon, the camera shoots not only the entire surrounding scenery but also the sky above. This panorama or ball camera was developed and put to action upon the initiative of the Swiss National Tourist Office for the purpose of taking "total" photographs of Swiss landscapes famed for their scenic beauties. The true-to-life colour reproductions are to be shown at the forthcoming Swiss National Exhibition in Lausanne (30th April to 31st October, 1964). They will be projected from outside on a hemispheric structure of sixty feet in diameter above a special podium for the spectators. In this novel Holiday Pavilion which promises to be a major attraction at the "Expo 64" visitors will be entertained by a rich programme of panoramic views and appropriate artistic sketches.

[S.N.T.O.]

### ADMISSION — WITHOUT SHOES ONLY!

A bright Sunday in October produced the colourful background for the festive inauguration in St. Gall of the completely renovated "Waaghaus", the town hall formerly known as "Kaufhaus". The stately building with its typical gable roof dates back to 1581 and is one of the very few historic buildings which survived industrial expansion of the Swiss textile metropolis in the nineteenth century. Thousands came to see the building gaily decorated with flags and waited patiently to be admitted. Inside, high heels were taboo and gallant policemen helped the ladies put on protective overshoes. The public proved very understanding, and long rows of "parked" shoes like outside a Buddhist temple are quite a common sight while visitors in stocking feet pay tribute to the lovely parquet floors.

[S.N.T.O.]

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