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THE SWISS INDUSTRIES FAIR 1965 IN A NEW SETTING

While the flags and banners were still fluttering in the breeze over Basle and the last of the exhibitors at the 1964 Swiss Industries Fair had not yet finished removing their exhibits from the stands, members of the staff of the fair management had already gathered together in one of the meeting rooms in the administrative building with a new job to undertake: the organization of the next industries fair. Plans which had been slowly ripening but which, for various reasons, it had so far not been possible to realize are to be put into execution for the spring fair in 1965, with the result that the 49th Swiss Industries Fair will appear in a totally new setting. The Swiss Industries Fair has remained faithful to the guiding principles established by its founders who, in 1917, in the midst of a world war, laid the foundations of this national institution which has become, in the course of years, an indispensable adjunct to the Swiss economy. A new feature has arisen in the fact that the organizers of the fair have, as a result of the construction of the new Rosental building, been placed in a position to continue, on a broader footing, the new arrangement of the trade groups started some years ago.

The fair in Basle is the spot where Swiss firms engaged in industry and trade display their high-quality products and offer convincing proof of their untiring diligence in every branch of their activities. In its capacity as the largest industrial display in the country, the Swiss Industries Fair has a highly commercial aim: it is the meeting place of supply and demand, the place where manufacturers and buyers come together with a view to doing business. Representing as it does an element of all-embracing teamwork, it annually attracts thousands of resellers and business firms anxious to obtain up to date information about the newest developments in all sectors of the Swiss economy. Buyers from all parts of the world never fail to express their astonishment at the number and extent of new lines of goods displayed in Basle. In 1964 some 100,000 foreign visitors from 112 different countries travelled to Basle in order to visit the Swiss Industries Fair. The total number of visitors to the fair in that year approached 900,000. Whereas the Swiss Industries Fair is, from the point of view of the exhibitors and their products, a purely national show, it can justifiably claim that, taking the classification of the visitors into account, it ranks as high as any of the other international industrial fairs.

When the fair first opened its doors in 1917 it occupied an area of 86,000 sq. ft. When it is opened in 1965 for the 49th time it will have at its disposal 25 imposing exhibition halls covering a total area of something like 1,750,000 sq. ft.

It is easily understandable that such a rate of development acted to the disadvantage of the visitor with only limited time at his disposal, as he was unable to visit all the halls and the stands, and the hurried business man had to concentrate only on such trade groups as were in his particular line. For this problem, which has been in existence for years, the organizers have been able to find a satisfactory solution thanks to the magnificent new building with its comprehensive new arrangement of the exhibits to which reference has already been made. Hence visitors will be able to see more in 1965 and in a shorter time. However, it is not our intention to give a complete list of all the trade groups, but only to describe in broad lines the completely altered aspect of the approaching 49th Swiss Industries Fair.

The oldest building of the fair, the main administrative seat of the management, houses on the ground-floor the real jewel of the exhibition: the Watch Fair. Here more than 200 exhibitors, covering an area of some 86,000 sq. ft., compete with each other in displaying their products which form a happy synthesis of beauty allied to technical perfection. The most important features of the Swiss watch-making industry are the steady further development of the technical quality, and the already existing elegance of the products displayed. Alongside of the actual watch pavilion will be found the stands of the manufacturers of electrically-actuated and public clocks, as well as a jewellery pavilion forming a compact exhibit of its own, and the showcases of firms displaying allied kinds of goods. As in past years, the other halls which follow on will house the big firms manufacturing heavy machinery and metal products, as well as providing accommodation for exhibitors in the non-ferrous and light metal industries. As is the case every second year, 1965 will see the presentation of exhibits dealing with the very extensive group covering conveyor plant with its widely varied types of implements and apparatus for transport work inside factories, as well as the groups covering the manufacture of boilers and radiators, and the section for optics, photography and cinematographic equipment. In the same group of halls there will be displays by the groups exhibiting methods of surface treatment of metals, water supply equipment and water purification plant. In addition the entire furniture industry is now accommodated on the various floors of the halls mentioned, where the main feature is the Wholesale Furniture Fair which is exclusively reserved for visitors in the trade. There will be a new trade group here under the title "Everything for the Garden", exhibiting garden furniture, lawn mowers, sunshades and all sorts of garden games equipment.

Let us leave the main administrative building group of halls and visit the elegant Circular Court building with its gigantic clock on the main façade. Round about the attractive Circular Court, with its artistically displayed floral groups and ponds, will be found the stands displaying goods of everyday consumption. On the ground-floor, in addition to thermically operated domestic equipment such as electric and gas stoves and cookers, there will not only be found complete kitchen equipment for the private home, but also for the hotel and catering trade and large-scale canteen requirements as well, together with the appropriate refrigerator equipment, dish-washing machines, etc. The ground-floor will also house machines for the various branches of the foodstuffs industry, e.g. for bakeries and butchers' shops, in addition to everything required for the construction and equipment of shops. In 1965 every type of machines for domestic use will be found on the second floor of the Circular Court building. In addition there will be porcelain ware and artistic ceramics, and the sector will be further enlivened by practical demonstrations of the art of setting a table. The trade group for toys, which used to be housed on the floors behind the main administrative building, now finds new and more extensive accommodation in the Circular Court building, so that all the exhibits intended to appeal to children will have adequate space. The stands for foodstuffs and beverages, and for the tasting of wines, will be found as usual in the remaining part of the uppermost storey. In the same building, and in its long-established place on the first floor, will be found the fashion centre so much appreciated by feminine visitors, comprising the important textile group with the special exhibits "Creation", "Madame et Monsieur", and the "Knitwear Centre". Mention must also be made in this connection

of the footwear and leather centre, and the exhibits dealing with sports goods. Finally, reference must also be made to the articles destined for interior decoration, amplified by the special exhibit "Creative Craftsmanship", and the display of books and musical instruments.

In front of the imposing Congress Hall will be found the Nestlé Kindergarten which, for the first time, will include the exhibit dealing with horticulture and gardening. The hall itself will contain exhibits of building materials as well as varnishes, paints and adhesives used in the building industry, whilst the entrance hall will again present the special display "Design in Industry" and hall 8b will show the special fair known as "Lignum" for everything dealing with wood and timber.

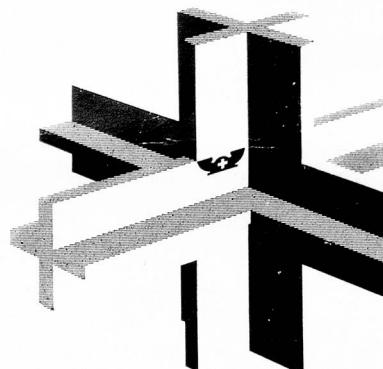
The new Rosental building which, at the moment, is the most modern industries fair hall in Europe, and will be available to its fullest extent for the 1965 fair, houses on the ground-floor the transport group which only exhibits its products every second year and this time presents heavy motor vehicles, boats, motor-cycles, bicycles, etc. For the first time it will be possible to see in close proximity every type of article intended for office use, as well as exhibits dealing with the paper industry, publicity, books and packing materials, these being trade groups which had hitherto been placed in various halls in the Circular Court building and which will now be brought together in the new building. In the basement of the new Rosental building which, incidentally, represents a real pioneer achievement in Swiss architecture, the special exhibits will consist of lighting fixtures, electric installation material and low-tension motors, whilst the plastics industry, which in the last few years has been steadily increasing in importance, will present its exhibits on the second floor.

In the course of the next few months advance information in the press, wireless and television programmes will raise the curtain to a certain extent, but it will only be fully raised on 24th April 1965 which will be the opening and press day of the 49th Swiss Industries Fair. Up to that date many novelties, which are to be exhibited in Basle, will remain covered by a veil of mystery, and that is why it is not the object of this article to reveal features which exhibitors wish to be kept secret. All the same it seems permissible to assert that, judging by reports already received, the forthcoming fair, with its all-round and interesting display of exhibits, will once again be fully up to date and well abreast of present-day achievement.

The official catalogue, which will appear at the end of March, will give full information about the exhibitors, their products, the halls, etc. A coloured prospectus, in eight different languages, is already being distributed throughout the world with the object of giving foreign buyers an idea of what the 1965 Swiss Industries Fair will look like. In this connection, attention should be drawn to the fact that, by applying to Swiss Embassies and Consulates, the Swiss Chambers of Commerce, the agencies of the Swiss Office for the Development of Trade, and the Swiss National Tourist Office, those interested can obtain information about the fair, identity cards and, when the time comes, copies of the official catalogue. We should not like to close this article without here and now extending a most hearty welcome to all those who, in the coming spring, will travel to Basle to visit the 49th Swiss Industries Fair from 24th April to 4th May 1965. Your journey will be well worth the trouble!

(“Swiss Industry and Trade.”)

Swiss
Industries Fair
Basle
24th April - 4th May
1965



In 25 halls and 27 groups Swiss Industry puts its quality products on view.

Information, booklet and catalogue obtainable from the Swiss Embassy, 18 Montagu Place, London W.1 or the Swiss Consulate, Midland Bank Buildings, 56 Spring Gardens, Manchester 2.

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