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# The Swiss Observer

FOUNDED IN 1919 BY PAUL F. BOEHRINGER.

**The Official Organ of the Swiss Colony in Great Britain**

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## 50 YEARS OF SWISS INDUSTRIES FAIR

### TOP-RANKING EXHIBITORS IN THE SERVICE OF ALL

1916-1966: These two dates half a century apart make us realize the distance travelled by an institution which has been devoted since its inception to publicity and business. Fifty years of experience have made the Swiss Industries Fair of Basle into a smoothly running organization which has won high repute all over the world, and from 16th to 26th April 1966 it will be celebrating its Jubilee.

Why is it that foreign visitors feel the attraction, the fascination even, of the national fair of a small country, of a small nation with no natural outlets to the sea, cribbed in its deep valleys, confined to a narrow territory devoid of raw materials or natural resources capable of sustaining its population? Here it is no use invoking the law of contrasts to explain an attraction which on the surface appears so paradoxical. Yet it would be difficult to find in the civilized world any land where the products manufactured and exported by this small country of 16,000 sq. miles are not known and prized. It is this export market which constitutes the importance of the Basle Fair with its vast advertising potential. For at the Swiss Industries Fair, better than anywhere else, foreign visitors are afforded an opportunity to collect information on virtually the whole range of Swiss manufactured goods. With modern jet aircraft spanning the oceans of the world in a few hours, there is no physical obstacle to visiting an industrial or trade fair in any part of the world. But as time means money more and more in this century of rush, the businessman wants to see as much of interest to him as he can in the course of a single journey. It is for this reason that a general fair like the Swiss Industries Fair is invaluable to the import-export business. It would be no exaggeration to say that a visit to the Basle Fair has become an established commercial custom. Driven by the exigencies of modern life, every far-sighted businessman owes it to himself to visit the Basle Fair, for in this way he can keep abreast of the latest developments. He also knows that within a few short hours he can contact a large number of manufacturers, compare prices and keep a close watch on market trends from both the supply and demand point of view. Buyers from every country will thus have an opportunity of securing exclusive rights on the latest models and being the first to pass these advantages on to their customers. It is interesting to point out in this connection that manufacturers whose products are exported all over the world are exhibiting on an ever-increasing scale at the Basle Fair.

From the vantage point of the Swiss Industries Fair the visitor can cast an eye over the present range of industrial production and form a clear and ordered picture of what Switzerland has to offer. It is hardly surprising, then, that the Basle Fair is visited every year by nearly 100,000 foreign businessmen from virtually every country in the world. As to the total number of visitors, this is close on 1 million. How gratifying it is to see the unremitting labours of a half a century requited by such splendid figures!

The 50th Swiss Industries Fair will bring together more than 2,600 exhibitors, who will be displaying their goods on an area exceeding 40 acres divided into 25 halls and shared among 26 industrial groups. The special efforts of the exhibitors will give added lustre to this Jubilee Fair, which will also be notable for the presence of the tool and machine-tool industry and the electrical engineering industry — important groups which participate only every other year. The complete range of world-famous Swiss machine tools will be on view, from the universal machine for cutting a variety of components to machines capable of automated processes, and will faithfully reflect the high degree of specialization in this industry. In Switzerland, where hydro-electric power occupies such an important place, the electrical engineering industry has made enormous progress. It will be presenting its very latest achievements in power generation and transmission as well as a variety of instruments for measurement and control.

The Watch Pavilion, the greatest show staged by the watchmaking industry anywhere in the world, will once again be the brilliant cynosure of the Fair. Visitors never fail to be astonished at the richness and variety of the displays. This luxurious pavilion covers an area of two acres and accommodates 200 exhibitors, who will be striving to outdo each other in the beauty and precision of their products. All down the central aisle, which is more than 500 feet long and nearly 40 feet wide and decorated with illuminated fountains, and in the rest of the building some 20,000 different articles will make up the biggest collection of clocks and watches ever assembled.

The textile industry, the oldest in the country and famed all over the world for the quality of its products, will also occupy a large area at the Basle Fair. Its special pavilions — "Creation", "Madame-Monsieur" and "Tricot Centre" — are notable for the excellence of their craftsmanship and taste, calculated to satisfy the most

fastidious demands for quality and elegance in the world of fashion. Mention must also be made in thus connection of footwear and leather articles.

It would take many pages to list all the groups at this Jubilee Fair, many of which are virtually fairs in their own right. We must therefore simply pick out some of the most interesting for special mention. These include metal-working and heavy engineering, industrial supplies, precision engineering, small type motors and transmission agents, instruments for measurement and control, the "Lignum" timber fair, equipment for hotels, communal restaurants and kitchens, domestic heating apparatus, refrigeration, furniture and furnishing fabrics (the wholesale furniture fair is open only to the trade) and plastics, without forgetting sport, camping and gardening. The visitor to the Basle Fair can thus be sure of finding there an abundant supply of all the manufactured products intended for current consumption and private use.

This brief list of the different sectors of the productive system represented at the Basle Fair affords only a glimpse of the full range, for there is hardly any form of industrial activity which has not successfully taken root in Switzerland. It will be obvious that, for all their spaciousness, the halls of the Fair can accommodate only a limited number of models from the extensive manufacturing programmes of Swiss factories. The important thing, however, is that Swiss enterprises of every kind should be represented at Basle — and they are. Every visitor can thus contact the responsible officers of firms operating in the field of interest to him.

A prospectus in colour with a text in nine languages is already available to show prospective purchasers in Europe and overseas the general features of this 50th Swiss Industries Fair, which, to judge by the number of exhibitors, the diversity of goods and the many applications for information already received, is certain to meet with outstanding success. Offices representing the Swiss Industries Fair abroad, Swiss embassies and consulates, Swiss chambers of commerce and the agencies of the Swiss National Tourist Office will be pleased to give any information desired and to issue identity cards for businessmen and also supply the Fair catalogue.

To conclude this short survey of the next Swiss Industries Fair in Basle we might say that, year after year, foreign visitors and international press correspondents recognize the general and particular excellence of this great Swiss national event and find that quality still remains the ultimate aim in every sector of Swiss production. May we hope to see you at the 50th Swiss Industries Fair? As an alert and go-ahead businessman you cannot afford to miss this traditional spring event. We bid you a hearty welcome to Basle and wish you every success in your business there.

*(By courtesy of "Swiss Industry and Trade".)*

## SWISS DIESEL ENGINES FOR DANISH SHIPS

One of the largest Scandinavian shipping lines, A. P. Møller of Copenhagen, recently decided to equip two of their new vessels with nine-cylinder Sulzer diesel engines having a bore of 900 mm. and a maximum continuous output of 20,000 h.p. This order is all the more remarkable since this shipping line is using Sulzer engines as main propulsion machinery for the first time.

[O.S.E.C.]

## APPOINTMENTS

### Federal

The Federal Council has made the following appointments:

- Alexandre Hay as General Manager of the Swiss National Bank in succession to Dr. Ricardo Motta (1st April 1966).
- Max Nef, hitherto Parliamentary Correspondent of the "Neue Zuercher Zeitung", as Adviser on Press and Information.
- Dipl. Bauing. Berger (Basle), as Delegate for Housing (construction).
- Dr. Niklaus Kueng (from Wildhaus, St. Gall), as new Chief of the Import and Export Section.
- Dr. med. vet. E. Fritschi as Delegate in charge of special veterinary questions.
- Dr. med. vet. A. Nabholz as Director of the Federal Veterinary Office.
- Dipl. Architect ETH Hans Ludwig (Berne) as new Chief of Surface Engineering with the PTT.
- Dr. Victor Nef as Swiss General Commissioner for the World Exhibition in Montreal in 1967, and
- Roger Meizoz, Secretary of the Swiss Office of Trade Development (OSEC) in Zurich, as his Assistant.
- Dipl. Machine Engineer ETH Ulrich Lanz (Rohrbach) as new Central Director of the Military Workshops of the KTA.

### Diplomatic

The Federal Council have recently made the following appointments:

- Dr. René Keller, hitherto Ambassador to Turkey, as Observer of the Federal Political Department with United Nations in Geneva.
- Fuersprech Felix Schnyder, hitherto High Commissioner for Refugees, as Ambassador to U.S.A. in succession to Ambassador Zehnder who retires.
- Fuersprech Jean-Jacques de Tribolet, hitherto Ambassador in Dakar, as Ambassador to Finland.
- Dr. Pascal Frochoux, Political Department, as Ambassador to Senegal, Guinea and Mauretania with seat in Dakar, also to Mali and Gambia.
- Dr. iur Roy Hunziker, hitherto Ambassador in Finland, as Ambassador to the Republic of South Africa, in succession to Ambassador Pierre Bruegger who retires.
- Giovanni Enrico Bucher, Ambassador in Nigeria, Kamerun and Tschad, as Ambassador to Brazil in succession to Ambassador André Dominice who has been appointed Ambassador to the Lebanon, Syria, Irak and Jordan (seat in Beirut).
- Charles-Albert Dubois, Ambassador in Columbia, as Ambassador to Rumania, in succession to Ambassador Emile Bisang who retired.

### Various

- New President of the Nouvelle Société Helvétique in Switzerland: Oskar Reck, Editor-in-Chief, Frauenfeld, in succession to Théo Chopard.
- New Chief of the administration department of the Swiss Federal Railways: Dipl. Ing. ETH Arthur Borer from Erschwil.
- New Chairman of Swissair: Fritz Gugelmann, in succession to Ernst Schmidheiny.
- Director of the European Space Technology Centre: Ing. ETH Adrien Kesselring.