

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK
Herausgeber: Federation of Swiss Societies in the United Kingdom
Band: - (1968)
Heft: 1547

Artikel: Available free at the Swiss national tourist office
Autor: [s.n.]
DOI: <https://doi.org/10.5169/seals-693596>

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 11.08.2025

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

52nd SWISS INDUSTRIES FAIR Lively interest displayed by foreign buyers

The 52nd Swiss Industries Fair which took place in Basle from 20th to 30th April, and at which 2,716 exhibitors from industry and trade in the whole country were present in twenty-seven trade groups, registered the attendance of more than one million visitors.

The interest displayed by buyers from foreign countries was particularly lively, and was substantiated by the fact that the Foreign Visitors' Service of the Fair registered interested enquirers from 119 countries in all the continents of the world. The number of foreign visitors was clearly in excess of that for the previous years.

The enquiries emanating from foreign visitors were mainly concentrated on the most important export groups made up of those covering watches and jewellery with 267, the electrical industry with 152, machine tools and tools for metal working purposes with 155, industrial requisites with 123 and textiles, clothing, fashion with 230 exhibitors. Exhibitors in all these groups reported that important business connections were established with, and many orders received from foreign buyers. Incidentally, there were 30,000 watches on show and a further 40,000 were at hand to be shown to interested traders.

As far as the home market was concerned, it was noticeable that, at first, enquirers were somewhat slow in getting into their stride, but that this later gave way to widespread interest on the part of buyers fully conscious of, and well able to appreciate, the prices and the quality of the goods exhibited.

Another novelty was that the Military were "on show" for the first time with "Electronics in the Army".

The Fair was opened on a brilliant day, 350 journalists from inside and outside Switzerland attended the opening. The "Official Day" was on 23rd April, and Federal Councillor Schaffner delivered the main address on this "big fair of a small country". He spoke about politics and economics, on EFTA, Common Market and the Council of Europe and related them to Switzerland's still thriving economy.

The 53rd Swiss Industries Fair will take place from 12th to 22nd April 1969.

AVAILABLE FREE AT THE SWISS NATIONAL TOURIST OFFICE

Apart from interesting and informative leaflets on holiday resorts and Swiss towns with special attractions for a summer visit, the following publications may be had free of charge from the Swiss National Tourist Office, Swiss Centre, 1 Coventry Street, London W.1: "Excursions by Postal Motor Coach in Switzerland", and details about the Music Festivals, especially the international events in Lucerne and Zurich. The latter are given publicity in an illustrated programme booklet called "Festivals" (European Association of Music Festivals).

A well-presented brochure on the Swiss wool industry, called "Lainages Suisses" (in several languages) is also available.

NEW SWISS POSTAGE STAMPS

Philatelists wishing to place a standing order for new issues with the Swiss Philatelic Agency, Swiss Post Office, Berne, can now apply to the Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London, W.1, for "Conditions of Sale", order form, etc.

Once upon a time Swissair used to fly to

Abidjan	Athens	Amsterdam
Calcutta	Manila	Copenhagen
Hamburg	Santiago	Dusseldorf
Cologne	Warsaw	Karachi
Rome	Beirut	Innsbruck
São Paulo	Casablanca	Zagreb
Teheran	Geneva	London
Lisbon	Frankfurt	Monrovia
Khartoum	Algiers	Rio de Janeiro
Barcelona	Lagos	Baghdad
New York	Berne	Helsinki
Palma (Majorca)	Ankara	Bangkok
Brussels	Chicago	Stockholm
Cairo	Moscow	Tokyo
Milan	Budapest	Basel
Istanbul	Accra	Bombay
Dakar	Munich	Stuttgart
Vienna	Tunis	Bucharest
Prague	Nice	Rotterdam
Madrid	Buenos Aires	Malaga
Zurich	Bonn	Belgrade
Tripoli	Hong Kong	Manchester
Montreal	Tel Aviv	Paris...

We still do—but now we
also take in Nairobi Dar-es-Salaam and
Johannesburg.

