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THE SWISS INDUSTRIES FAIR

A Commercial Forum in the Heart of Europe

The traditional Swiss Industries Fair will be held from 20th to 30th April. In addition to the regular display groups, it will also be the turn of those covering machine tools and tools for the metalworking industry, as well as electrical engineering in industry. The leading Swiss exporting industries will be meeting in Basle, where they will occupy a total exhibition area of more than forty acres. The Watch Fair, the largest in the world for the sale of Swiss watches, and the special textile displays entitled "Création", "Madame-Monsieur", and "Tricot Centre" will also be of special interest to visitors from abroad. Devoted exclusively to Swiss products, the Basle Fair nevertheless becomes more international every year: thus in 1967 it was attended by some 100,000 visitors from 132 countries on five continents. The meeting-place of supply and demand, Basle is without any doubt the business centre in the centre of Europe that is most worth a visit. So make a note in your diary without delay: "Swiss Industries Fair, Basle — 20th to 30th April — 27 display groups — 2,600 exhibitors".

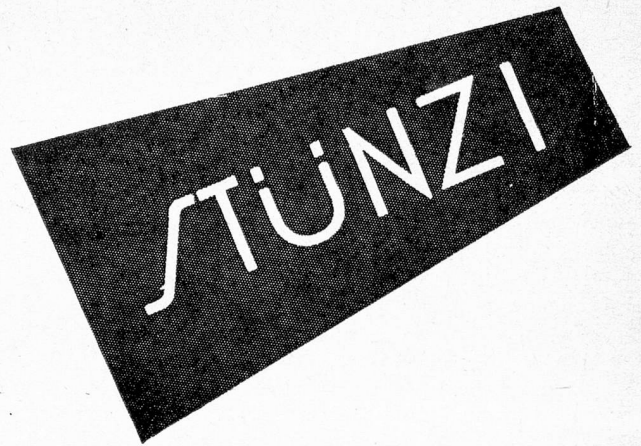
Swiss Industries Fair
Basle
20th-30th April 1968



In 25 halls and 27 groups Swiss industry puts its quality products on view. Information, booklet and catalogue obtainable directly from the Fair or from

The Swiss Embassy,
77-81 Gloucester Place,
London W.1

The Swiss Consulate,
Sunley Buildings,
Piccadilly Plaza,
Manchester 1.



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