

Swiss deep-freeze industry

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at **Montreux** at the Assembly of the Swiss Abroad from 29th to 31st August.

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CITY SWISS CLUB

Will Members please note that
NO MONTHLY MEETINGS
will be held until 23rd September

YOUR NEXT "SWISS OBSERVER"

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Friday, 22nd August. We shall be glad to receive all articles and reports by Monday, 11th August. Short news items only can be accepted later.

The "Swiss Observer" is published every second and fourth Friday of the month, and consequently, your next copy but one will be out on 12th September. Contributions for that issue should be to hand by Monday, 1st September.

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CHAPLAIN: Paul Bossard, St. Ann's Church, Abbey Orchard Street, S.W.1. Tel: 01-222 2895.

SWISSPACK 70

An international exhibition for packing materials

The idea of organising an international trade exhibition in the field of packaging materials and machines in Switzerland has been brought forth by various interested parties in the course of the last few years and has even been put to the test. A study group of experts in the packaging line, enlarged by those closely interested in this line of business and by the management of the Swiss Industries Fair sent out at the end of 1968 an enquiry form to firms which would be suitable as exhibitors. The result was that something like 200 applications were received, which prompted the study group to hold a meeting last January in Basle of those firms definitely interested. This was done in order to supply information on the project and to appoint the exhibition committee.

It has been decided that the international trade exhibition will now take place from 3rd to 7th March 1970 in the halls of the Swiss Industries Fair in Basle under the title of "SWISSPACK 70 packing materials exhibition." However, it will be something more than a mere trade exhibition. Within the framework of the entire event, a series of professional trade meetings and conferences will be held with additional events such as the granting of awards to Swiss firms of a particularly meritorious nature. At the trade exhibition itself there will be special features like a packaging road, a shop of the future, a design centre and a technical information stand presenting new possibilities intended to promote additional interest in the trend towards new developments in the future prospects of this line of business.

SWISS DEEP-FREEZE INDUSTRY

The Swiss deep-freeze industry recorded a big increase last year. The total consumption of frozen foods in 1968 amounted to 49,951 tons, i.e. an average of 17.8 lb. per head of population. The increase compared with 1967 was 22.8% for wholesale consumption and 20.8% for consumption per head of the population. The total consumption of ice-cream amounted to 21,348,399 litres in 1968, i.e. 3.47 litres per person on an average. The increase compared with the previous year was 6.9% for total consumption and 5.2% for consumption per head of the population. Furthermore, while the sale of frozen poultry dropped compared with 1967, meat, fish, shellfish, potato products, pre-cooked dishes and specialities were in greater demand in 1968 than in 1967. Sales of deep-freeze chests in 1968 showed an increase of 16.6% compared with 1967, deep-freeze cabinets 13.9%, refrigerators with a proper deep-freeze compartment 35.6%. The demand for ordinary deep-freezers on the other hand dropped by 50% in the space of a year.

(D.S.E.C.)