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## SWISS INDUSTRIES FAIR

From 12th to 22nd April, Swiss industries and crafts will be on parade at the Swiss Industries Fair in Basle. 2,600 exhibitors will be showing their products.

### What you can see at the Fair

The products on show are divided into 27 display groups distributed between 25 halls with a total area of  $42\frac{1}{2}$  acres. Following the established practice of rotation, the groups material handling and transport together with boilers and radiators and oil firing will be on show in 1969 whereas it will be the turn of machine tools and electrical engineering again in 1970. The exhibits at the Fair will thus be classified as follows:

*Clocks and watches, jewellery; electrical installation material, light fittings; heavy machinery and the metal industry; machinery for the food industry; apparatus and storage containers; boilers and radiators, oil firing; precision engineering, mechanical measuring instruments, optics, cameras, cinematography; industrial supplies: hand tools and handyman's requisites, factory equipment, ventilating, fittings, hydraulic and pneumatic equipment, welding, surface treatment, water supply, waste water purification; material handling; transport: coachwork, heavy vehicle and trailer construction, bicycles, motor bicycles, boats; fire-fighting and civil defence; laboratory and hospital supplies; personal hygiene, cosmetics, perfumes; plastics, chemico-technical products, varnishes, paints, glues; building materials, structural elements, sanitary installations; equipment for institutions, hotels and the catering trade; domestic appliances and supplies; furniture (Wholesale Furniture Fair 12th to 20th April); office equipment; shop construction and fittings; packaging materials; paper, advertising, books; porcelain, ceramics, applied arts; toys, musical instruments; sport, camping, garden; textiles, clothing, fashion; shoes, leather goods; foods and beverages.*

### Considerably enlarged Watch Fair

The Industries Fair has the reputation of being a world centre for business in the Swiss watch trade. The many experts who come from all parts of the world to Basle with a view to buying watches will have a welcome surprise next time. In addition to Hall I with its strikingly elegant presentation and which performs the double function of a buying centre for the entire watch trade and — with its fascinating window displays — also acts as a strong point of attraction for the general public, there will be a second centre for the watch trade and which, under the name "Commercial Centre" will be reserved exclusively for those engaged in the wholesale watch business. This new building which will be opened with the precision of a Swiss watch for the 1969 Industries Fair, consists of two halls (Nos. 45 and 46) and it contains 80 reception rooms for sales talks and is equipped with the most modern amenities.

Hence it will be possible for exhibitors at the Watch Fair to present their collections of something like 30,000 different models to even greater advantage, whilst the buyers will be able to obtain better insight into what is being offered and to make their choice at their own leisure.

### The Textile Pavilion

The management of the Basle Fair organised a competition with a view to renewing the presentation of the "Creation" pavilion, where the latest novelties of the Swiss textile industry in the way of fashionable fabrics, embroideries, footwear, etc., are exhibited each spring. The first

prize was won by Mrs. Pia Andry-Giauque, who has been commissioned to create this textile display for the years 1969 to 1971.

Swiss  
Industries Fair Basle  
12th-22nd April 1969



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  
Tel: 01-723 0701, Ext. 57

The Swiss Consulate, Sunley Buildings,  
Piccadilly Plaza, Manchester 1. 061-236 2933

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