

# Swiss events

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## EBU GENERAL SECRETARY

St Moritz. The European Broadcasting Union has unanimously elected Dr Regis de Kalbermatten of Switzerland to the newly-created post of Secretary-General.

The appointment was announced at the annual general assembly here of the EBU, which this year celebrates its 25th anniversary.

The EBU promotes international co-operation in broadcasting and is best known for its Eurovision television programme exchange.

Dr de Kalbermatten, who will take up his EBU post in July 1976, is Director of General Affairs with the Swiss Broadcasting Corporation. He is 45.



*Dr Regis de Kalbermatten, recently elected EBU secretary-general.*

## SAS RETIREMENT

Mr Nils Olsson, Scandinavian Airlines Systems Manager in Switzerland for the past 25 years, is retiring from the post. He is being succeeded by Mr Gs,oran Lindvall.

Mr Olsson joined the Swedish parent company of SAS as a traffic controller in 1936. He was stationed in London, Paris and Moscow, and after the second world war undertook survey flights to North and South America for the newly-founded SAS. In 1948 he was appointed assistant sales manager (Sweden Region), and went to Switzerland two years later.

Mr Olsson is President of Zurich Skat Club and of the National Committee of Swiss Skat Clubs. He is also Swedish Consul-General and will continue to live in Zurich.

His successor, Mr Lindvall, is 40. He joined SAS as a traffic controller in 1955, held sales posts in Gävle (Sweden) and in Stockholm, and in 1968 was named sales manager for Japan and Korea. For the

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past four years Mr Lindvall has been passenger sales manager and deputy sales director (Sweden Region).

## INFLATION "DANGEROUS TO TOURISM"

Tourism in Switzerland will be lucky to survive if the Swiss franc continues at its present "excessively high" level, a leading Swiss industrialist has warned.

Dr Yves Dunant, managing director and vice-chairman of the Basle-based giant chemical concern, Sandoz, told shareholders at their annual meeting: "Most countries today have to contend with three major problems — inflation, energy crisis and recession. Switzerland is alone in having an additional, fourth major problem to solve, namely that of its overvalued currency.

"Even if we manage to cope with inflation, the energy crisis and recession, we shall not have won the battle until the Swiss franc has been brought back to a reasonable rate of exchange. The alternative is a crisis embracing all sectors of the economy.

"Service industries, such as tourism, will be lucky to survive . . . unless there is a rapid and substantial improvement."

Dr Dunant said the Swiss Government would have to institute measures to ensure that the Swiss franc "returns to a rate that is consonant with economic realities".

He said the Swiss franc had undergone continuous revaluation — "starting in May 1971, aggravated by floating after January 1973, and reaching drastic proportions since the autumn of 1974".

## SWISS JUMBOS TO THE RESCUE

Swissair has provided the United Nations with one of its two jumbo jets to fly home 352 Peruvian soldiers who have been serving with the United Nations Emergency Force in the Middle East.

After flying from Damascus to Lima, the Boeing 747 went on to New York to make a scheduled Swissair flight to Zurich.

## GATT MAN HONOURED

Economic journalists in western Switzerland have awarded their 1975 Contact Prize to Mr Arthur Dunkel, head of the Swiss delegation to GATT — the General Agreement on Tariffs and Trade in Geneva.

The Contact Prize is awarded annually to an official connected with the economy showing particular understanding for the special needs of the Press.

It was awarded this year for the seventh time.

Mr Dunkel has been with the trade department of the Swiss Economics Ministry since 1956.

## COSTS HIT HOTELS

Spiralling costs are posing an increasingly serious threat to the Swiss hotel industry, the Swiss Hotel Association warns in its annual report, published recently in Berne.

Continually rising salaries, increasing construction costs and higher wholesale prices for food and drink all had to be met last year, says the report.

But at the same time the number of overnight bookings fell by a further 1.7 million — a five per cent drop compared with the 1.3 per cent decline of the previous year. The number of overnight bookings from the Swiss themselves remained stable, but those by foreign visitors fell by 8.2 per cent.

Main reasons for this drop, says the report, were:—

- \* the high value of the Swiss franc in relation to other currencies, making Switzerland too expensive for foreign visitors;
- \* the rate of inflation in the United States, France, Britain, Italy, Belgium, The Netherlands and in most other "tourist exporting" countries;
- \* economic recession and unemployment in most industrial nations; and
- \* bad weather — "a justified argument this time", says the report.

During the months of August, September and October, one typical Swiss tourist resort recorded 49 days with rain and cloud compared with 24 days the previous year.

"But," the report adds, "considering these very difficult conditions in which the Swiss hotel industry had to operate, last year's results may be considered satisfactory — due mainly to the quality of the service offered and the stable political situation in our country."

## LESS HI-JACKS — STILL TOO MANY!

The "major reduction" in the number of hi-jackings must not lead to reduced vigilance or relaxed efforts by airlines and governments, the International Air Transport Association has warned.

Statistics just released by IATA in Geneva show that the number of hi-jacking attempts has fallen from 86 in 1969 to 10 so far this year, and the number of successful hi-jackings from 73 to none.

The IATA report adds: "Some encouragement might (also) be taken from the fact that in the year 1974 under 1,500 passengers from a world total of 500 million were directly involved in

hi-jacking attempts. But this is 1,500 too many, and the travelling public is entitled to expect 100 per cent security when using this form of global transport.

"But public pressure is producing

more movement and increasing recognition of the necessity for worldwide protection of the air . . . which the public can and is entitled to expect."

## VIP TRAIN DRIVER

An official welcoming party led by the Lord Mayor of Berne greeted the driver of one of Switzerland's new inter-city express trains when it made a brief stop between Zurich and Geneva.

The driver, pictured here with the Lord Mayor, Dr Reynold Tschäppät, was also welcomed by Berne Tourist Office President, Mr Werner Riesen (extreme left) and was presented with gifts by the city authorities.

The new, fully air-conditioned inter-city express trains, introduced this summer, are operating from Rorschach via St Gall, Zurich, Berne and Lausanne to Geneva and back at speeds of up to 87 miles an hour.

Special features on the new trains include compartments for conferences and another for wheelchair invalids, an ultra-modern kitchen and a built-in dishwasher. Photo page 1.



# MONTRES ET BIJOUX

The world's finest and most original watches will be displayed at Goldsmith's Hall, London, from 1 to 17 October, when Montres et Bijoux de Genève makes its debut in London, supported by this year's winning entries from the Prix de Genève. The leading Swiss manufacturers — including Audemars-Piguet, Gubelin, Patek Philippe, Rolex, Vacheron and Constantin — will be showing their newest designs for watches and jewellery, each costing hundreds or even thousands of pounds and together worth between £250,000 and £500,000.

## Un Peu d'Histoire

The first goldsmiths were working in Geneva by the 13th century, but when Calvin restricted the wearing of jewellery in the 16th century, many turned to watch-making. In the 18th century the Geneva craftsmen were famous for the exquisite enamelling on their watches, which were still worn primarily as ornaments until the end of the 19th

century, when mass production techniques increased the importance of accuracy at the expense of fashion — a trend accentuated by the development of wrist watches.

In 1942 a private committee was formed which organised a display of Montres et Bijoux to celebrate the 2,000th anniversary of Geneva's foundation by the Romans. This first exhibition was such a success that Montres et Bijoux has been held annually ever since, more recently being sent abroad in alternate years to cities like Tokyo, New York, Hong Kong, Buenos Aires, Brasilia, Los Angeles and Caracas.

Exhibitors at Montres et Bijoux are carefully chosen for their top quality design and workmanship, and only 14 manufacturers will be showing their latest ideas, each in showcases specially sent over from Switzerland. Every exhibit must be totally original; it can only be made with precious stones and metals; and it must never have been shown before in public. Each collection consists of a dozen new ideas, and the 150–200 pieces

shown in London will influence watch designs throughout the world for perhaps the next decade.

## Prix de Genève

These watches and jewels will be supplemented by the prize-winning pieces from the Prix de la Ville de Genève, which is awarded annually for watch-making, jewellery, bijouterie and enamel work sent in from all over the world. An international jury first chooses designs for their originality and aesthetic qualities, which are then made up and judged again with workmanship and technique taken into account. The identity of each designer is kept secret until 29 September, when the prizes will be announced and the winning pieces flown to Goldsmith's Hall.

The exhibition will be open, free of charge, to the public from 1 October to 17 October, from 10–5 daily, except at weekends. Goldsmith's Hall is off Cheapside, close to St Paul's underground station.