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# Successful first half for trade fairs

The Swiss Industries Fair held fairs and exhibitions on 69 days in the first six months of 1976. During this period, no less than 628,400 visitors purchased tickets in order to make the pilgrimage through its halls. A total of 4,744 exhibitors with a total net stand area of 1,736,000 sq. ft. took part in the eleven fairs held during this period, in which the Swiss Industries Fair held more exhibitions than at any time in its history. (For comparison: in the first half of 1975 there were six fairs attended by 503,500 visitors and 3,169 exhibitors, with a total net stand area of 2,346,000 sq. ft.).

The climax of the exhibition season was again the Swiss Industries Fair, which was held for the 60th time, this year, and took place from 24th April to 3rd May, 1976, in association with the European Watch, Clock and Jewellery Fair. With its countless innovations and particularly the large number of special exhibitions and events, this year it was again a meeting place for all those wanting to obtain information on the goods and services produced and supplied in Switzerland today, and on the problems of an economic, social, and cultural, and even a political nature with which our country is concerned.

Although the specialised exhibitions again covered a wide scope, as a

result of their clear arrangement and compact structure, without exception they again fulfilled the Basle slogan "Fairs Made to Measure". A number of them were accompanied by what in some cases were highly specialised technical meetings and congresses. In chronological order, the following specialised exhibitions were held:

In March: IFM 76, 4th International Fair for Mechanical Handling, 14th Didacta/Eurodidac, European Educational Materials Fair, 17th Swiss Art and Antiques Fair; in April: 4th European Clock, Watch and Jewellery Fair (in association with the 60th Swiss Industries Fair); in May: "Animals and Man" Special Exhibition and Information Show on the relationship between man and animals; in June, which was particularly well provided with exhibitions: Rail 1976, 2nd Exhibition of the World Railway Industry, Medex 76, 3rd International Exhibition and Technical Meetings for Medical Electronics and Bio-engineering, ART 776, 7th International Art Fair (20th Century Art), Diecasting, 7th International Diecasting Exhibition, and Wire 76, 5th International Wire Exhibition.

A new feature was the exhibition and information show "Animals and Man", which, together with various meet-

ings and accompanying events, placed more stress on information, particularly in the notional field, than any previous fair. This exhibition scored a considerable initial success with roughly 43,000 visitors. In collaboration with Mack-Brooks Exhibitions Ltd., St. Albans, Herts., England, the Diecasting exhibition was held in Basle for the first time.

The policy introduced some time ago by the Swiss Industries Fair of holding exhibitions simultaneously or on overlapping dates has given very good results and led to a mutual animation of the fairs concerned.

## Forthcoming Basle Fairs

From 21st to 25th September, Knit 76, 2nd International Knitting Machine Exhibition, will be held. This exhibition, which is organised by Mack-Brooks Exhibitions Ltd., St. Albans, Herts., England, is a compact fair with a strong international influence.

As part of the Basle Autumn Fair a large number of innovations will be presented this year at the Basle Autumn Consumer Goods Fair (23rd October-7th November) in the halls of the Swiss Industries Fair. Let us pick out a few highlights: for the first time, on the three weekends during the Autumn Consumer Fair "Collectors Marts" will be held at which dealers and collectors of model railways, toys, clocks and watches, uniforms, pewter objects, coins, stamps, etc. can participate. This year the Basilisk Childrens' Circus will be a guest performer in the Childrens' Paradise. The Basle Autumn Festival will also be given a partly new character with cabaret, a jazz evening, folk dancing, Negro spirituals and a childrens' wind instrument group.

Another new feature of the Autumn Consumer Goods Fair is a Jass (Swiss card game) championship. A large second-hand book section is also likely to interest many visitors.

Snow, 2nd World Exhibition of Ski, Snow and Winter Sports, will be opened at the same time as the Autumn Consumer Goods Fair. This exhibition, which will continue until 1st November, will be linked directly to the Autumn Consumer Fair by the Isteinerstrasse footbridge.

The three main focal points of Snow: Tourism, winter sports articles and clothing, and winter service equipment and transport systems, are again likely to appeal strongly to both the public and to trade visitors. Now that Snow has succeeded in renting the ice surface of the well-known "Holiday on Ice" show, this



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year special shows and joint exhibitions of Snow will be held under the motto "Ice Sport". Hall 13 will be animated with a Nordic ski centre with a large loipe and fitness centre as part of the special show LLL (Langläufer Leben Länger – Cross-Country Skiers live longer). The topic of safety will be represented with the shows "Safety of Mountain Cableways in Winter" and "Winter Motoring". A large number of international sports associations will hold their meetings and congresses in the Swiss Industries Fair, so that for a time Basle will be the very centre of winter sports.

The 1976 exhibition year will end with the 5th Swiss Furniture Fair, the most important fair for Swiss furniture and bedding. This will take place from 25th to 29th November, admission being reserved for members of the trade.

#### EUROPEAN EDITORS MEET IN BERNE

Berne is to stage one of its most important congresses of the year from 5th to 9th September – the international congress of the Federation of European Industrial Editors' Associations. The congress, held every three years, will be staged at the Berne Kursaal and will bring together some 600 editors.

The event, taking place in Switzerland for the first time, will have as its theme "Information, Communication, Co-operation".

The opening speech will be given on 6th September by Swiss Economics

Swissbau 77, 2nd Swiss Construction Fair with international participation (27th January to 1st February, 1977), is attracting a gratifying amount of interest. This exhibition, which will be accompanied by 12 special exhibitions (construction for the handicapped, utilisation of solar energy, etc.), is intended to appeal not only to specialists but also to a large section of the public, and thus to serve as a forum providing information on everything that has to do with building.

Following the usual practice, the 18th Swiss Art and Antiquities Fair will take place from 17th to 27th March, 1977. This exhibition, which is by far the most important of its kind in Switzerland, should, by virtue of its high standard, again meet with a good response among art lovers both at home and abroad.

Minister, Mr. Ernst Brugger. On 8th September delegates will visit leading Swiss companies to exchange views on information policies.

And at the final session on 9th September there will be reports from Austria, Sweden, the Netherlands, Italy, Finland, Britain, West Germany, France, Denmark and Belgium. The congress will end with a banquet and ball at the Bellevue-Palace Hotel.

During their stay in Berne, the editors will be taken on a tour of the city, a visit to Interlaken, a boat trip on Lake Thun, and a visit to the 10,000 ft. Schilthorn peak in the Bernese Oberland.

# SWISS EVENTS

#### LARGE ORDER FROM IRAN

The Georg Fischer company (Schaffhausen) has just been awarded a large order in Iran as a result of a competition. The Swiss firm will deliver an automatic founding plant to the Iranian firm of Tractor Sazi Iran in Tabriz.

The construction of the plant will take 14 months. When it goes into production, it will supply tractor engines and spare parts. Tractor Sazi employs 1,400 people at the present time. It is planned to increase this figure to 5,000 in order to reach an annual output of 20,000 tractors and 30,000 engines.

#### HONG KONG MOVES INTO SWISS WATCH INDUSTRY

A Hong Kong company has bought a 27 per cent stake in the Bulova watch company which employs 800 people in Switzerland. This American company is the fifth in the watch business after Timex, Seiko, ASSUAG and SSIH. The company concerned, Stelux, owned by the millionaire, C. P. Wong, took the shares sold by Gulf and Western, an American company. Its purpose is now to move into the quality watch market.

## Inn on the Park. After dark

Apart from being quite the most beautiful hotel in London, the Inn on the Park is also quite the most perfect rendezvous. It's the place to meet after dark, after theatre, after a hard day's work, after anything. It also lets you start any evening as you mean to go on. In style.

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*The Four Seasons Room*

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## JEAN PIAGET IS 80

Professor Jean Piaget, the celebrated Genevese psychologist, was 80 at the beginning of July. An international seminar was held in Geneva on this occasion, and the work of the great thinker was also at the centre of a world congress of psychology held in Paris under the patronage of President Giscard d'Estaing.

Piaget's work is concerned with the way a child perceives, understands and constructs his environment and the world as he grows up. Piaget studied the way children come to have a moral understanding, and the way they see space and physical dimensions.

His teachings have had a particular bearing on the way mathematics are taught in schools and the new methods introduced in Geneva and tried in several other countries, including Britain, are inspired by his ideas.

## POPE SUSPENDS PRELATE

The Pope recently suspended a traditionalist prelate, Mgr. Marcel Lefebvre, who had founded a seminary at Econe (Valais) rejecting the teachings of the Second Vatican Council.

The Pope had already previously suspended twenty-six deacons and priests who had been illicitly ordained by the seminary. The papal ruling, which came at the end of years of enquiry and exhortation, is the most severe sanction, short of excommunication, which a man of the church can face. Mgr. Lefebvre will not be allowed to celebrate mass and preach. But it is thought that he will ignore the ruling.

The prelate had reasserted his position in front of several thousand people in Geneva during early June. He considers that the second Vatican Council instituted under Pope John XXIII has betrayed the traditions of the Roman Catholic Church. In particular, he has waged war against the new mass and insists in holding the Tridentine Mass instituted at the time of the Council of Trent. Several other disagreements with what he considered as the modernistic and trendy evolution of the church led him to create a sect called "priestly fraternity of Pius X". Mgr. Lefebvre, a Frenchman, was a former Bishop of Tulle.

## SWISS FIRM AWARDED BIG ORDER IN ALGERIA

The Algerian National Company for the Cellulose Industries has ordered 17 folding box die-cutting, folding and gluing Ltd., Prilly, Lausanne which has already delivered several machines to Ltd., Prilly, Lausanne, which has already delivered several machines to

The order is being carried out for a paper and cardboard processing works at present under construction at Bordj-Bou-Arreridj, some 37 miles from Sétif. The new factory, which will have 400 employees in a first stage and 700 subsequently, will produce 25,000 tons of paper and cardboard annually, including 10,000 tons of cardboard packagings.

## SWITZERLAND SHOULD JOIN THE UN AT AN UNSPECIFIED TIME IN THE FUTURE

A report commissioned in August 1973 by the Federal Council on whether or not to join the United Nations has recently been published with rather hazy conclusions (see Gottfried Keller's Letter from Switzerland). The general answer of the 51 persons from all walks of life who sat on the Commission is that Switzerland should, in principle, join the world body, but not immediately. As for the precise time this step should be taken, the commissioners answer ambivalently that "it is difficult to say". The Commission was strongly divided and the report in its final version contains the views of those who stood out against the majority and were the most firmly against full membership to the UN. Among them were Mr. James Schwarzenbach, Republican National Councillor and initiator of a well-known "anti-foreign" initiative, and Mr. Etienne Junod, President of the Swiss CBI.

The report is intended to serve as a basis for government's decisions on the matter. It was hardly to be expected that it could direct the Federal Council towards a single definite line of action. Switzerland at present takes part in all the non-political activities of the world body. She is a member of all the UN agencies but does not sit at the General Assembly.

Arguments in favour of joining pointed to the fact that the UN, after beginning as a grouping of the victorious powers at the end of the second world war, now brings together virtually all the countries of the world. It is therefore

possible to identify the world organisation with the community of nations.

The reason why Switzerland is not a member of the General Assembly is that it could be called upon to exercise sanctions against other countries, therefore violating the principle of complete neutrality. A majority of the commission believes that this argument has lost some weight because Switzerland could not be expected to oppose decisions taken, as it were, by the whole world.

A possible way out that was considered in detail would be to make Switzerland's entry to the UN subject to an observance of her own concept of neutrality. This was generally considered as unacceptable.

It therefore appears that Switzerland is in no particular hurry to join the UN and "be like everybody else". As all events, the issue would have to be put to the Swiss people. But the Report at least achieved the aim of setting out all the options of the matter.

## A MONSTER IN OUR MIDST?

Much has been written and spoken over a good many years about Nessy, the monster which is rumoured to inhabit the depths of Loch Ness in Scotland. Perhaps one day we shall know for sure whether or not she really exists. Indeed, there has even been a Swiss expedition to try to help find her.

But now the mystery deepens in more senses than one. A Swiss diver using an electronic camera is to conduct a search for a monster in Lake Lucerne.

Crowds of sightseers have been flocking to Brunnen where people are

## SWITZERLAND'S FOREIGN TRADE DURING THE 1st HALF-YEAR 1976

IMPORTS	Values in millions of francs	Variations in % compared with the 1st half-year 1975
Agricultural and forestry products	2,419.2	+ 8.1
Energy	1,732.8	+ 11.0
Textiles and clothing	1,871.5	+ 2.7
Paper and its articles	666.0	0
Leathers, rubber, plastic	580.5	+ 3.0
Chemical products	2,058.4	+ 0.1
Materials for the construction, ceramic, glass	309.3	+ 10.9
Metals and metal work	1,577.4	+ 20.8
Machinery	2,424.4	+ 8.4
Vehicles	1,634.4	+ 4.1
Instruments, watches	1,650.9	+ 29.9
Other various products	617.5	+ 5.7

## SWISS FOREIGN TRADE IN JUNE 1976

Period	Imports	Exports	Balance	Switzerland's Balance of Trade	
				(In million Sw. francs)	Value of exports as a % of the value of imports
1975 June	2,825.6	2,947.9	+ 122.3		104.3
1976 May	2,876.6	3,054.7	+ 178.1		106.2
1976 June	3,076.8	3,083.0	+ 6.2		100.2
1975 Jan.-June	17,780.9	16,337.1	- 1,443.8		91.9
1976 Jan.-June	17,542.3	17,798.6	+ 256.3		101.5

reported to have seen a "long-necked creature" in very recent times. Photographs claimed to be of the creature moving through the water show it bears a close resemblance to Nessy. It is estimated to be between 20 to 25 feet long.

#### SWISS CHIMES IN WASHINGTON

On 4th July last, in a district of Washington close to the White House, the Bi-centenary of the United States was celebrated to the sound of Swiss chimes. The six bells consecrated that day in the Foundry United Methodist Church had been cast by the Swiss firm Rüetschi AG of Aarau, a foundry dating back to 1367.

#### SWISS TIMEKEEPING FOR SAUDI ARABIAN ATHLETES

The Omega Electronic Watch Factory at Biel, part of the SSIH group and represented by the firm of Ideonics Co. Ltd., Zürich and Riad, has been commissioned by the Saudi Arabian Department for Youth and Sport to construct and operate three electronic timekeeping display panels for the Riad, Damman and Jeddah stadiums. The order is worth some 12.1 million francs.

#### AIR SEARCH FOR CLIMBERS

Helicopters were called out recently to help search for five missing climbers on the Matterhorn. The party, all Spanish, included a woman who was later reported to have reached refuge in the Solvay hut.

#### FORMER BISHOP OF LAUSANNE DIES

Bishop François Charrière, who was in charge of the Diocese of Lausanne, Geneva and Fribourg from 1945 to 1970, has died in Fribourg at the age of 82. Ordained as a priest in 1917, he was to pursue a distinguished academic career as a professor in Moral Theology, Ecclesiastical Law and Sociology at the University of Fribourg.

He was also very active in the ecumenical field, in matters of religious and social communications, and in aiding developing countries. When he was 75, in 1966, he offered to resign but his request was refused. His assistant, Bishop Pierre Mamie, succeeded him at the end of 1970.

#### SOVIET ORDER IN SWITZERLAND FOR IRAQ

Theodor Christ S.A. of Aesch, Basle, has received an order from the Russian Technopromexport organisation for the supply of a fully equipped water processing plant in Iraq.

This plant will be required to process the more than 3,500 tons of very muddy water of the Euphrates needed every hour for the operation of the Nassiriah power station, with an output of 4 x 210 MW. The muddy water will be completely purified. The order for the water processing plant at Nassiriah, which is scheduled to go into operation in November 1977, amounts to over 23 million francs.

Theodor Christ Co. Ltd. will be

assisted by the Itten Brechbühl firm of architects and construction engineers in Berne, as well as by several other Swiss firms supplying important construction parts to the Basle firm.

For forty years now, Theodor Christ has occupied a leading position in the study and setting up of industrial water processing plants; exports represent over 80 per cent of its turnover.

The Swiss firm has already carried out several orders for water processing plant for industry both in the Soviet Union and in Iraq. In Switzerland, several industrial firms (chemical, watch and electronic), sanitary firms and engineering consultants (construction, power stations), hotels, hospitals and industrial services are among those working for Theodor Christ.

#### LONGINES WINS COVETED AWARD

The organisers of the Tour de France cycle race conferred one of the most coveted awards connected with this famous sports event on the Longines Watch Factory Co. Ltd. In recognition of its regular participation in the timing and photo-finishes of the race as well as the quality of its services, Longines was awarded the Tour de France's "Gratitude Medal".

This medal is awarded to firms or sportsmen whose collaboration has rendered outstanding service to the development of this big cycle race. On the eve of its departure for Montreal, where it collaborated under the name "Swiss Timing" in the timing of the 21st Olympic Games, Longines thus adds a new distinction to

its already long list of honours.

#### SOLAR GRILL FOR PICNICS

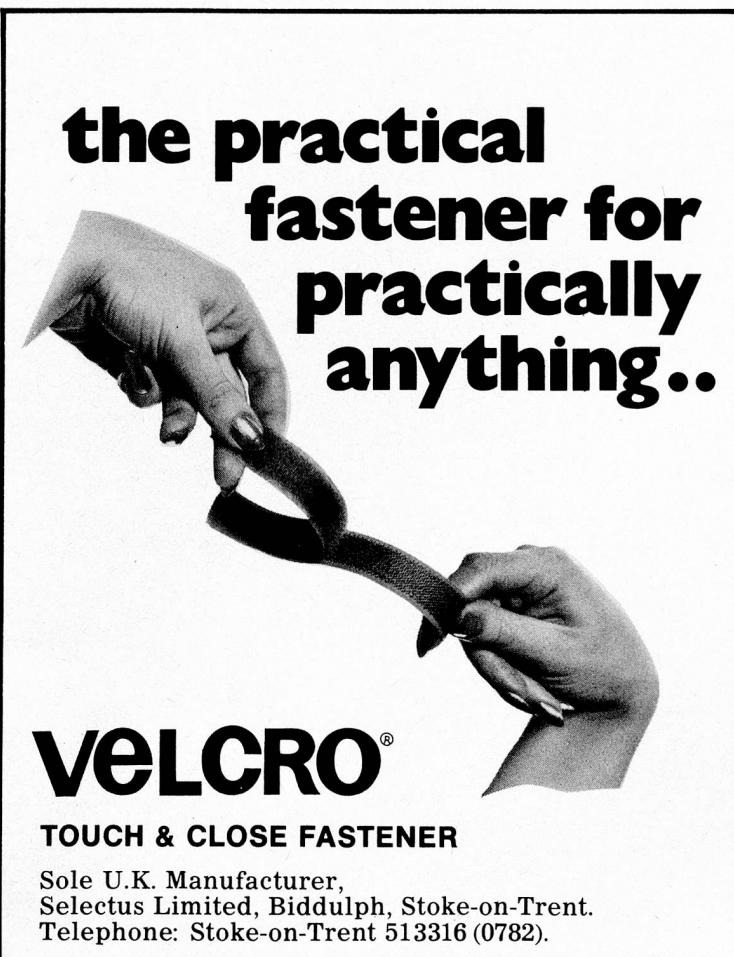
All those who love picnics and barbecues will now be able to grill their meat or heat water by the use of solar energy alone, providing of course the sun is shining. A firm at Etagnières, Vaud, has developed a small, portable solar grill that folds up into a neat little package weighing less than 13 lb.

The elements unfold to form a parabola which reflects the sun's rays and concentrates them on to a grill where the food to be cooked is placed. This grill, which stands on a tripod and can be turned in any direction, offers the additional advantage of being quite safe, the absence of flames preventing any risk of fire or burns.

#### SWISS TRAINING SCHEME FOR ALGERIA

A team of teachers and instructors from the International Centre for Higher Training in Hotelkeeping and Tourism at Glion, Montreux, has gone to Algiers to train management personnel for the tourist and hotel trades.

The Glion Centre has been commissioned to carry out this big training scheme by the Algerian Ministry of Tourism, within the framework of the creation of the Higher Institute of El Aurassi in Algiers. This new vocational training institute has been set up with a view to the rapid training of management personnel capable of occupying the highest posts in Algerian tourist organisations and hotels.



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# CROSS COUNTRY SKI MARATHON

## 13th MARCH 1977-COMING?

Each year, at the beginning of March, about 10,000 enthusiasts gather in the Engadine area of Switzerland to compete in the "Ski Marathon", Switzerland's biggest cross-country ski-ing event. Last time some 9,800 skiers attempted the 26-mile course from Maloja past the Upper Engadine lakes to Zuoz. All but 60 participants finished within the six-hour time limit. To the keen competitors, the magnificent scenery is of little interest, as they finish the course in under two hours. Participation, however, is more important than winning to the majority who make take over double the winners' time and enjoy every minute.

Thousands of people line the race track to watch this fantastic spectacle.

This season's event, the 9th Engadine Ski Marathon, is open to those born before 1957. The route is Maloja (5,400 ft) - Isola - Sils - Surlej - Silvaplana - St. Moritz - Pontresina - Samaden - Bever - Zuoz - S-chanf (5,070 ft). Applications must reach the organisers by 15th February. Forms are obtainable from

9th Engadine Ski Marathon  
7424 Zuoz/Switzerland

A special "Ski Marathon Training Week" is organised in St. Moritz from 6th to 13th March for participants of the Engadine Ski Marathon. An inclusive arrangement can be obtained which includes seven nights' accommodation and six days' langlauf instruction. Further information from

Langlauf- und Skiwanderschule St. Moritz  
7500 St. Moritz/Switzerland  
Tel: (082) 3 62 33



*The marathon contestants report to collect their starting numbers. Picture by courtesy of SNTO.*



*Most marathon participants ski for more than three hours before they cross the finishing line. Picture by courtesy of SNTO.*



*This is what makes it all worth while. The words "Finished the course" are stamped on to the starting numbers – a perfect souvenir for the living-room wall. Picture by courtesy of SNTO.*



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