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# CIBA-GEIGY EXPANSION

Ciba-Geigy agrochemicals production and product development facilities in the U.K. are being boosted with the commissioning of a new manufacturing plant near Grimsby, and the opening of new product development and quality control laboratories at Cambridge. The two projects involve a total investment of £8 million.

The production plant at Pyewipe, near Grimsby has alone cost £6.3 million, which is an increase of £1.3 million on the original estimate, due to subsequent extension of capacity and scope of the installation. In addition, considerable investment has been made in developing the site infra-structure, such as steam-raising and refrigeration equipment, to support the new plant.

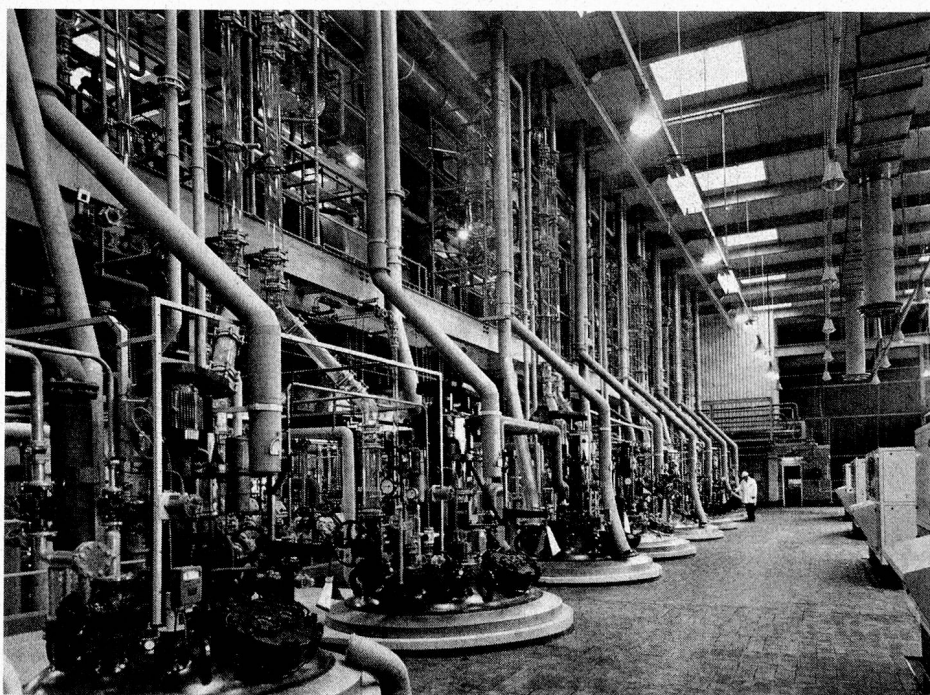
The plant will have a multi-purpose role and the equipment has been designed so that production can be switched rapidly to meet changes in demand. Initially production is being concentrated on bromopropylate, the active ingredient of an acaricide, Neoron, for the control of mites on certain fruit and tropical crops. During 1978, however, the plant

will be switched over to the manufacture of bromofenoxim, a constituent of Mofix, the non-hormone herbicide for spring cereals.

Agrochemical compounds produced on the plant will be formulated by other Ciba-Geigy companies and export sales of over £5 million per annum are likely to result.

The new laboratories at the headquarters of Ciba-Geigy Agrochemicals in Whittlesford, Cambridge, replace laboratories in Cheshire. The opportunity has been taken, however, to extend the facilities and provide for further expansion. The new laboratory block contains comprehensive facilities for quality control, residue analysis and formulation development. In addition to carrying out work specifically for the U.K. market, the laboratories will contribute to Ciba-Geigy's international agrochemical research and development programmes.

Neoron and Mofix are Ciba-Geigy registered trademarks.



*General view of the main reactor floor in the new Ciba-Geigy agrochemical production unit at Pyewipe, near Grimsby.*

## BUSINESS NEWS

### NEW SAFETY LEAFLET PUBLISHED

For over 16 years, Ciba-Geigy's "Safety in Laboratories" has been used as a working document in Government departments, schools, colleges and industrial laboratories throughout the world.

Continuing demand for the 42-page booklet, which forms the basis of a general code of practice for laboratory safety, has prompted the company to produce a further revised and extended edition, bringing the total number produced to 40,000.

The appearance of the new edition has been welcomed by James Tye, Director-General of the British Safety Council, who has congratulated Ciba-Geigy for making further copies available and is recommending its use to member companies.

Since the appearance of the original booklet in 1961, many refinements and additions have been made. The booklet was completely redesigned into its present form, with light-hearted yet relevant illustrations in 1974.

Many aspects of laboratory safety are dealt with, applying rules and procedures which have been developed over many years in Ciba-Geigy's own laboratories. In addition to "good housekeeping" rules, the booklet contains advice on general and specific laboratory techniques, protective clothing, fire prevention, chemical hazards, toxicity and first aid.

Up to five copies of the booklet are available, free of charge from Group Information Department, Ciba-Geigy (U.K.) Limited, Simonsway, Manchester M22 5LB. For larger orders, nominal charge of 25p per copy is made.

### BANK'S NEW APPOINTMENT

Mr. R. E. Amstad has been appointed chief manager at the London office of the Swiss Bank Corporation with effect from the 1st January, 1978.

# SWISS BANK MAKES IT A FIRST IN SCOTLAND

In view of the great importance of Scotland as an economic centre the Swiss Bank Corporation will open a representative office for Scotland in Edinburgh on 1st February, 1978. The Swiss Bank Corporation will thus become the first Swiss bank with a representative in that country.

The new resident representative will be Mr. Emil Dietlicher, an assistant manager of the Bank's Zürich office, who is already well known in Scotland as the only foreign member of the "Executive Committee of the Scottish Council", a body which fulfils similar functions to those of the "Vorort" in Switzerland.

Mr. Dietlicher's assistant representative will be Mr. Alan G. Stewart, a native of Scotland who has previously worked in the Bank's office in Basle.

The representative office will be at 66 Hanover Street, Edinburgh EH2 1HH.



*General view of a quality control laboratory in the new laboratory block at Ciba-Geigy Agrochemicals headquarters at Whittlesford, Cambridge.*

## FIRST INTERNATIONAL LEISURE AND RECREATION EXHIBITION

Preparations are progressing apace for Loisirama 78, the first International Exhibition of Leisure, which is to be held in Geneva from 6th to 16th April next. The purpose of this exhibition is to display in attractive form a complete panorama of leisure, giving all professionals in the branch as well as public or private organisations the possibility of establishing contacts and offering their products and services to visitors.

This large exhibition will be subdivided into 13 quite separate sectors: sport, camping and caravanning, a "do-it-yourself" section, hobbies and craftwork, gardening, photography-movies-optical equipment, music, youth, games, literature, health, school associations, travel and holidays. National pavilions are planned in the last sector. At

the same time, an international symposium of experts will be held to discuss leisure civilisation, as well as

various cultural and sports events which will make Loisirama a real festival of leisure.

## MORE PARTICIPATION IN SOGEN

Credit Suisse has acquired the majority of SoGen-Swiss, a New York investment banking firm. The bank now owns 50 per cent of the capital; up to now its participation was 25 per cent, however, it already had voting control.

One of the shareholders, Société Générale in Paris, has been contemplating for some time — within the framework of the restructuring of its business activities in the U.S.A. — to withdraw from its participation. It has been agreed among the shareholders that Credit Suisse will acquire the participations of Société Générale and its affiliate, the Société Générale Alsacienne de Banque, Credit Suisse has agreed that at a later stage the

other shareholders may increase their participations if they wish to do so.

In 1973, SoGen International Corporation, owned by Société Générale and Swiss American Corporation, owned by Credit Suisse, merged to form SoGen Swiss. At the time of the merger, the base of ownership was enlarged to include Amro-Bank, Amsterdam, Société Générale de Banque and Sofina, both located in Brussels. Thus, SoGen Swiss is now jointly owned by these three worldwide-known companies, together with Credit Suisse. The capital of SoGen Swiss amounts to \$11 million to which have to be added \$4 million subordinated notes.



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## SWISS PLANNING FOR A TELEPHONE EXCHANGE IN ATHENS

A Swiss firm of engineering consultants specialising in the field of office organisation recently won a big order in Greece in the face of keen international competition. The order is for the organisation of a new administrative centre for OTE (the Greek Telephone and Telegraph company) in Athens.

At the start, the centre will comprise 3,500 work points spread over 423,000 cubic metres of big landscaped offices and small offices. The Zürich firm of engineering consultants is organising all the work, internal traffic and filing system, and at the same time choosing the interior architecture, technical installations and furnishings best suited to the different functions to be fulfilled by the new centre.

The order is valued at nearly a million francs in fees and will take some 700 to 900 man days of work by specialised consultants.

## CHANGES IN THE SOURCES OF POWER USED IN SWITZERLAND

Since the 1950s, the comparative importance of the different sources of power used in Switzerland has been thoroughly modified. Twenty-five years ago, coal was the main source of power (42.7 per cent of the total consumption in calories), followed by petroleum

products which represented barely a quarter of the total consumption, and by electricity (20.2 per cent).

By 1960, petroleum products represented half the consumption, and coal only 25.1 per cent. In 1976, 76.2 per cent of the overall consumption of power was accounted for by petroleum products, i.e. over three-quarters. Electricity accounted for 17.4 per cent, gas 3.8 per cent, wood and coal 1.3 per cent each.

## INCREASED TURNOVER IN SHOPPING CENTRES

In 1976, the 11 shopping centres in Switzerland netted a total turnover of some 1,220 million francs, i.e. 7.4 per cent more than in 1975. Admittedly, rates of growth were extremely different, varying from -0.4 per cent to +12 per cent. By way of comparison, in 1976 the total turnover, in nominal value, recorded by small retailers was 0.3 per cent lower than the figure for 1975.

This shows clearly that shopping centres have strengthened their position considerably in the retail trade. On the other hand, however, it should be pointed out that their share of the private consumption of consumer goods as a whole remains comparatively small.

## SWISS LABORATORY FOR LIBYA

Laborbau AG (Berne, Switzerland) is building a laboratory at Benghazi for

the Libyan government. Most of the suppliers are Swiss firms.

## SOUTH AMERICAN CORN PACKAGED BY SWISS MACHINES

The largest South American corn flour producer uses several packaging machines of Swiss make in his factories, in order to turn out almost 1 million 1 kg packets of flour a day. The makers of these machines, the firm of SIG, at Neuhausen (Schaffhausen, Switzerland), designed them so that their client could use either glued paper bags or heat-sealed cellophane bags for his packages. The producer is thus free to choose the least expensive material depending on market conditions. More machines of this type will shortly be delivered to the same client and daily output will then easily exceed 1 million packets.

## SWISS PLANT FOR A PERUVIAN SPINNING MILL

A big cotton spinning mill, considered one of the most modern in Latin America, has just been inaugurated at Pisco (Peru). Fully equipped and installed by Swiss firms, it will employ 250 workers once it reaches full production. It is equipped with 24,696 spindles capable of spinning not only cotton but synthetic fibres. Its products will be mainly exported to industrialised countries. The capital for this new spinning mill, called El Progreso, is 55 per cent Peruvian and 45 per cent foreign.

**FIRST  
CLASS**

**CIBA-GEIGY IN BRITAIN**



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CIBA-GEIGY (G.F.S.) Limited  
CIBA-GEIGY (Insurance Services) Limited  
C.G.I. Pension Trust Limited

## THE GAS-LESS AEROSOL SPRAY OF TOMORROW

Everyone knows that gas aerosols today are considered dangerous to the environment. A revolutionary alternative to aerosol sprays and a dispenser unique of its kind in the world, requiring neither gas, pump, piston nor compressed air to work but offering a regular dispensing action that presents no danger of explosion, has just been launched by a Swiss firm at the Aerosols Exhibition 77 in Brussels, where it met with unprecedented success. This new system, registered under the name of werding-EVERPUR, constitutes the ideal solution for replacing present aerosols and in addition opens up new possibilities for packaging all sorts of products (food, pharmaceuticals and cosmetics) which cannot be stored in gas aerosols. Apart from the above-mentioned advantages, the new aerosol protects its contents against the oxygen in the air and makes long storage possible by keeping sterilised products sterile for the whole duration of their use. It is suited therefore to all products with an aqueous or alcoholic base, as well as creams or oils. Users of aerosol sprays worried about damage to the environment will not have to change their habits, for the new aerosol works exactly like the old ones.

## INCREASED PRODUCTIVITY FOR A REDUCED LABOUR FORCE

For the economy as a whole, labour productivity – expressed by the gross national product divided by the number of persons employed – increased in 1976 by the, at first sight, astonishing proportion of 4.1 per cent. This figure appears all the more surprising as the previous year there had even been a decrease of 2.1 per cent. Another picture is obtained, however, when one examines this fact in the light of its two components.

One realises then that increased productivity is not necessarily synonymous with increased growth. With a slight drop of 0.1 per cent, the real gross national product remained practically constant in 1976. Almost the whole of the increase in labour productivity is due, therefore, to the decrease in the number of persons gainfully employed; for 1976, this number is estimated at 2,673 million, i.e. a drop of 4 per cent compared with 1975.

## SWISS HOTEL IN NIGERIA

The government of the Plateau, one of the Federated States of Nigeria, has just commissioned a Swiss firm of engineering consultants, Elektrowatt AG (Zürich, Switzerland), to construct a 600-bed hotel at Jos. Under the terms of the plan, drawn up by the engineering consultants' bureau, several well-known Swiss firms will act as suppliers. Contracts concerning the construction of big hotels in other Nigerian states are about to be signed.

## SWITZERLAND'S FOREIGN TRADE DURING THE FIRST 3 QUARTERS 1977

	<i>Values in millions of francs</i>	<i>Variations in % compared with the first 3 quarters 1976</i>
<b>Imports</b>		
Agricultural and forestry products	4,297.9	17.1
Energy	2,983.2	7.2
Textiles and clothing	3,307.8	14.3
Paper and its articles	1,071.1	6.6
Leathers, rubber, plastic	1,090.6	23.1
Chemical products	3,532.7	14.2
Materials for the construction, ceramic, glass	585.3	19.6
Metals and metal work	3,073.3	26.0
Machinery	4,467.8	22.4
Vehicles	2,886.7	21.3
Instruments, watches	3,545.9	45.1
Other various products	1,113.2	19.6
Total of imports	31,955.5	19.8

	<i>Values in millions of francs</i>	<i>Variations in % compared with the first 3 quarters 1976</i>
<b>Main Suppliers</b>		
1. West Germany	8,933.5	18.7
2. France	3,913.3	7.9
3. Italy	3,137.8	19.5
4. Great Britain	2,374.2	32.3
5. U.S.A.	2,081.7	13.4
6. Belgium-Luxemburg	1,260.4	38.4
7. Austria	1,218.6	11.1
8. The Netherlands	1,202.2	21.9
9. Japan	980.4	43.8
10. Sweden	672.7	6.7

	<i>Values in millions of francs</i>	<i>Variations in % compared with the first 3 quarters 1977</i>
<b>Exports</b>		
Metallurgical industry	15,360.4	11.8
Chemical industry	6,275.6	6.4
Textiles and clothing	2,253.4	8.7
Foodstuffs and tobaccos	1,164.7	19.0
Books, newspapers	176.7	13.4
Total of exports	30,496.5	15.1

	<i>Values in millions of francs</i>	<i>Variations in % compared with the first 3 quarters 1976</i>
<b>Main Clients</b>		
1. West Germany	5,024.1	19.9
2. France	2,708.6	8.7
3. Italy	2,442.2	27.5
4. U.S.A.	1,993.4	10.9
5. Great Britain	1,731.8	10.8
6. Austria	1,632.0	15.4
7. The Netherlands	860.2	17.8
8. Belgium-Luxemburg	978.4	12.7
9. Sweden	748.7	- 0.8
10. Japan	722.9	3.8

# HOW TO LIVE WITH A SWISS FAMILY

Many people believe that just visiting cities and museums and going sightseeing is not enough to really get acquainted with a foreign country. They are convinced that only personal contact can turn their journey into the total experience they are seeking.

The "Experiment in International Living in Switzerland" is an international non-profit organisation which has been active for more than 20 years. Its goal is to promote personal contact between

Switzerland and countries all over the world and to thus contribute to a better understanding between the peoples of different nations, cultures and religions.

For homestays of between one and three weeks with hospitable Swiss families, a special programme is available from: The Experiment in International Living in Switzerland, Seestrasse 167, 8800 Thalwil. Telephone: (01) 720 54 97.