

Economic world

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ECONOMIC WORLD

Fairs and exhibitions

THE 9th International Exhibition of Inventions and New Techniques of Geneva — the world's biggest marketplace for inventions and new products — takes place from November 28 to December 7.

Last year 545 exhibitors from 28 countries showed more than 1,000 inventions, covering an exhibition surface of 6,000 m². About 55 per cent of the exhibitors were public or private inventors.

More than 92,000 people visited the exhibition, some 80 per cent of them businessmen. About 350 licences were negotiated for the sale and production of inventions, to a total value of more than 25 million Swiss francs.

The Geneva Exhibition of Inventions, which is under the patronage of the Swiss Confederation, provides a unique opportunity to announce a new technology, a new product or an invention and to launch it commercially, taking advantage of the presence of the many potential buyers who gather there from the whole world.

Registration forms and fur-

FAIRS and exhibitions to be held in Switzerland during October:

Sept. 30-Oct. 3 Geneva: Inter-Protecta. International Exhibition for the Protection of Persons and Values. (TMA, Technische Messen und Ausstellungen AG, Delsbergerallee 38, CH-4018 Basel).

Sept. 30-Oct. 4 Basle: Recycling 80. International Exhibition of Machines and Processes for the Recycling of Waste Materials. (Exhibition for Industries Ltd., 157 Station Road East, Oxted, Surrey RH8 0QF, England).

Oct. 1-7 Basle: Holz 80. 10th Fair for Woodworking.

(Sekretariat Holz, Postfach, CH-4021 Basel).

2-7 Lucerne: Fifth Antiques Fair. (ZT Fachmessen AG, Postfach 343, CH-8026 Zürich).

5-7 Berne: Bespo 80. Summer Sport and Textile Fair. (Bespo-Sekretariat, Obere Zollgasse 75, CH-3072 Ostermündigen).

5-8 Lausanne: Seratex. Buying week for Ladies', Gentlemen's and Children's Wear. (Seratex, Palais de Beaulieu, Case postale 80, 1000 Lausanne 22).

8-17 Zurich: Swiss Fashion Weeks, Principal Presentation Ladies Fashion. (Sekretariat:

c/o Frau T. Tröndle, Zelglistrasse 5, CH-8618 Oetwil a/See).

9-19 St. Gallen: Olma. Swiss Agricultural and Dairy Farming Fair. (Olma Schweizer Messe, Musuemstrasse 1, CH-9004 St. Gallen).

10-19 Lugano: Artecasa. Ideal Home Exhibition. (Artecasa, via Vanoni 3a, CH-6900 Lugano).

12-14 Zurich: Modexpo II/80. International Ladies Fashion Fair. (Züspa, Thurgauerstrasse 7, CH-8050 Zürich).

12-14 Zurich: TMC Dessous Intersaison Presentation. (TMC-Dessous, Postfach, CH-8065 Zurich).

ther information from the Secretariat of the International Exhibition of Inventions, 8 rue du 31-décembre, CH-1207 Geneva.

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FOR the past 10 years a Swiss company has been making a steadily growing impact on what

is possibly one of the world's toughest markets — the British pharmacy.

And what makes the achievement more remarkable is that the product's main ingredient is Ginseng, which is still a controversial topic in medical circles.

Pharmaton of Lugano believe that the major factor in their

success is an unswerving policy of promoting a strong Swiss quality image.

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