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## Bigger Jumbos make their bow

SWISSAIR'S first Boeing 747-300 with stretched upper deck has been rolled out at Boeing's Seattle plant.

The airline, the launch customer for the new Jumbo model, has ordered five of these aircraft, two of them in combi version. Delivery of the first two aircraft to Swissair is scheduled for March 1983; two more will follow towards the end of 1983 and one



is due at the end of 1984.

The passenger version will have 38 first class sleeper seats and 340 economy class seats, 271 on the main deck and 69 on the enlarged upper deck.

The combi version will seat 38 first class and 226 economy class passengers, and in addition accommodate six cargo pallets

on the main deck.

Swissair's B-747-300 will first go into service on the North Atlantic routes.

★ ★ ★

SWISSAIR has extended its parcel express service (SPEX) from the UK to Amman, Dar es Salaam, Johannesburg and

Monrovia.

Parcels of up to 10kg can be sent from London and Manchester to connect with the appropriate Swissair flights from Switzerland.

For despatch from London, parcels should be delivered to

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## From Page 19

Swissair's cargo offices at Unitair Centre, Great South West Road, Feltham, Middlesex. For Manchester, they should be delivered to British Airways Cargo at Manchester International Airport.

Apart from the above new points, Swissair's SPEX service is available from the UK to Switzerland, the United States, Singapore and Nigeria.

★ ★ ★

IN what is being hailed as one of the most important licensing decisions during the past 12 months, the British Civil Aviation Authority has awarded the London Gatwick-Zurich licence to the British independent airline, Dan-Air.

The decision follows a public

hearing in London recently into applications by both Dan-Air and British Caledonian for the Zurich licence. British Airways opposed both applications.

The Gatwick-Zurich route was originally operated by British Airways. However, following an earlier CAA hearing, the state carrier's licence was revoked as it had pulled off the route and the licence was transferred to Laker Airways.

The collapse of Laker last February prevented the resumption of the service, due on April 1, and this in turn resulted in a loss of opportunity for British airlines and loss of a Gatwick service for the travelling public.

Unlike Laker, which had proposed revolutionary changes in fares which the Swiss authorities would not accept, Dan-Air proposes to charge conventional

fares. They will, however, seek permission to introduce an "unbundled" fare, that is without any restrictions, on the Gatwick-Zurich route some 10-15 per cent below the level of the full economy fare. There will also be some changes in Swiss originating inclusive tour (IT) fares.

It is planned to start the new service between London and Zurich on April 1 next year. BAC 1-11 or similar jet aircraft will be used on the route.

This will be Dan-Air's second Swiss scheduled service route. For more than 10 years the airline has operated a service from Gatwick to Berne – the only international service into the Swiss capital.

## Foodstuffs takeover

THE Swiss chemical giant, Hoffmann-La Roche, has taken over the British animal foodstuffs company Colburn-Dawes from the Royal Dutch Shell group.

Colburn-Dawes will continue to be based in Canterbury, and will operate under its present name and management.

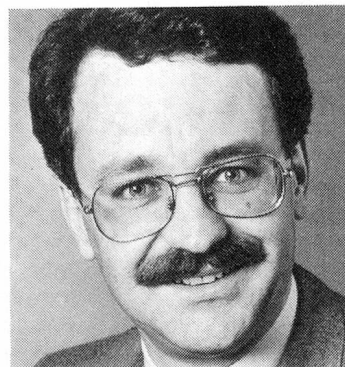
Colburn-Dawes, which is mainly active in the development, production and mixing of fodder additives, employs about 500 people throughout the world. Last year it had a turnover of £40 million.

## New plant

NESTLE – the Swiss-based multinational food concern – has opened a frozen foods factory in Newcastle.

The plant is expected to be employing about 350 people by the end of this year, and may eventually provide jobs for about 900 personnel.

The new factory was built at a cost of £30 million.



## From Berne to London

CHRISTIAN Stäubli has been appointed Swissair's cargo sales manager for UK and Ireland. He succeeds Rolf Weiss who has been named as the airline's manager for Syria in Damascus.

Mr Stäubli comes to London after six years as Swissair's cargo sales and traffic manager in Berne.

He joined the company in 1963. From 1968 to 1976 he gained wide experience as cargo sales and services executive in various functions in Geneva, Montreal, Paris and New York.

Mr Stäubli is married, with two children. His favourite leisure pursuits include tennis, swimming and skiing.

## They're right in time

WHEN Swiss Timing Ltd goes to Los Angeles for the 1984 summer Olympics, the company will use nearly 90 specialists to set up and operate Sfr. 12 million worth of timing and display equipment.

Swiss Timing, which won the contract against keen competition, will also be responsible for timing and display at the winter games in Sarajevo, Yugoslavia.

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# Sierras by the million

WITH the new Ford Sierra now on sale, one British factory is already counting its production of the new model in millions.

These Sierras are not made of metal but are moulded from Suchard's famous bitter chocolate, each one weighing just 10 grammes. They are the most highly-detailed chocolate replicas of their type in the world.

Ford conceived the idea of a chocolate Sierra as an unusual means of promoting its new European family car. However, translating the idea into reality posed problems, not least of which was finding a confectionery company with the necessary technical expertise and production capacity, allied to Europe-wide distribution, to match the Sierra's simultaneous pan-European launch.

The choice fell on Tobler Suchard of Bedford, part of the Swiss-based Interfood group, which is using precision moulds to produce thousands of chocolate Sierras every working day.

At the end of the production process, the cars are packed into special Sierra presentation boxes but they will also be available wrapped individually.

## Useful directory

THE 14th edition of the Swiss Export Products and Services Directory published by the Swiss Office for the Development of Trade – indispensable for every



manufacturer, businessman or service company wanting information on business possibilities – is an entirely new type of reference book.

It differs from the old Swiss Export Directory in having a completely revised and restructured nomenclature in four languages, a simplified coding system and a better presentation of branches more suited to buyers' needs.

Under each heading, in addition to the names and full addresses of companies with their telephone and telex numbers, the reader will find additional information on their export programmes.

The alphabetical index contains 6,000 key words. It gives access not only to a varied range of Swiss export products and services but also to a large number of specialities.

The code numbers never exceed five figures, which considerably simplifies consultation of the directory. A list of 2,000 trade marks and trade names is another new feature of this edition.

## Financial Who's Who

THE new edition of the Swiss Financial Year Book, published in English, French, German and Italian, has just come out.

The 450-page work publishes the last five years' financial information about 700 institutions (480 banks, 105 insurance companies, 86 financial companies, seven stock exchanges).

For each, it gives full particulars such as legal status, year of foundation, members of the board of directors and managers, participations, composition of the capital, shareholders, balance sheets, private funds, structure of the big international financial groups, and branches of activity.

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