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Cheese exports forge ahead

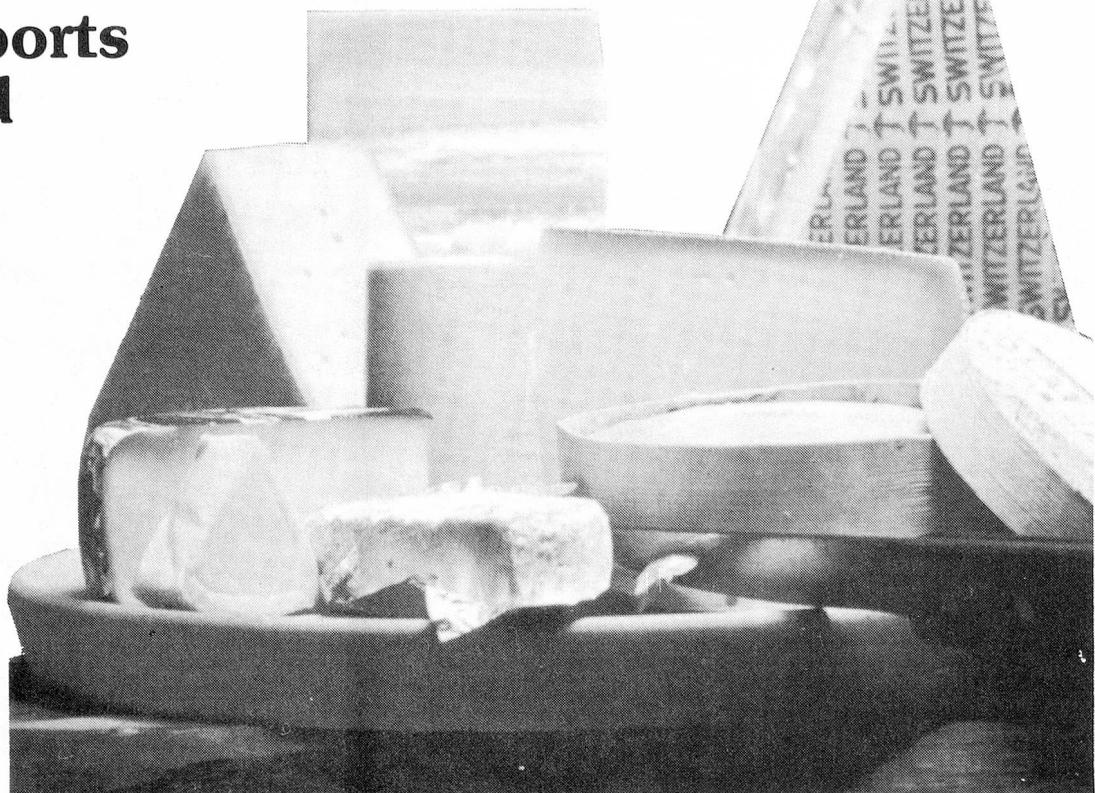
FOR generations, Swiss cheese has met with undisputed success abroad. Its international reputation rests, among other things, on the craft methods still practised in village cheese factories.

Emmenthal cheese continues to hold first place among exported cheeses, followed by Gruyère, Sbrinz and Appenzell which is rapidly growing in popularity.

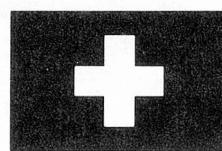
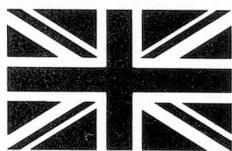
Next, in small quantities, come Royalp (Tilsit), the cheese for raclette, Vacherin and Schabzinger.

At present, Switzerland exports about 42,000 tons of Emmenthal, 6,000 tons of Gruyère, 4,500 tons of Appenzell and 3,000 tons of Sbrinz. Exports of processed cheese total almost 10,000 tons.

In all, nearly half of Switzerland's total cheese output is exported.



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New airline class war on its way?

SWISSAIR is reportedly preparing to trigger a fresh class war in Europe by relaunching its economy class.

This is likely to take the shape of a business class facility for an economy fare – an idea that has been successfully pioneered by Scandinavian Airlines.

Swissair's move will almost certainly force a response from British Airways and other carriers, which will have to consider whether their business/tourist class configuration puts them at a competitive disadvantage to Swissair's first/business set-up.

Nearly two years ago British Airways and most of the other European airlines scrapped first class, replacing it with a Club or Business class.

Swissair, together with Lufthansa, however, defied the trend and maintained the old first and economy classes set-up. The Swiss airline claimed that its product was winning traffic from other European carriers, notably British Airways.

Recession is biting harder

MORE Swiss companies, hit by the country's continuing recession, have announced redundancies. And 80 per cent of Swiss people believe unemployment will increase, according to a poll.

The Baden-based Brown Boveri engineering company says that 500 jobs are being lost during 1983, and a further 500 workers will have to go on short time. Already 800 Brown Boveri jobs have been lost over the past two years.

The Yverdon-based Hermes-Precisa office equipment company has announced that 210



THE additional freight service to Switzerland recently introduced by Cave Wood European Transport is proving to be successful. For many years a regular service has existed to Basle and Geneva but an urgent need arose for additional operations to the German speaking area of Zurich.

Witag Weltfurrer AG were appointed Cave Wood agents, and vehicles bearing the joint Cave Wood/Witag logo are now a regular sight between High Wycombe and Zurich.

jobs are to be lost. But it is hoped to re-introduce full working hours for the remaining 1,000 personnel who have been on short time for a year.

The Schindler engineering group in Ebikon (Lucerne) has confirmed short-time working for 650 personnel in addition to the loss of 160 jobs announced previously.

Meanwhile, more than 1,100 company bankruptcies were reported in Switzerland last year. The previous highest figures were recorded in the recession years of 1976 and 1977 when just over 1,000 company bankruptcies were registered for each year.

Last year in Switzerland, 220 industrial plants closed down – nearly 50 per cent more than in 1981.

Sold

THE Sulzer engineering company of Winterthur has sold its United States subsidiary, Camsco of Dallas, Texas.

Camsco, which produces computerised automation systems, has been operating at a considerable loss in the past few years.

UK link

SWITZERLAND'S largest manufacturer of fastening systems for the construction industry has formed a UK-based subsidiary with the aim of capturing a substantial share of the British market.

Mungo Fasteners (UK) Ltd has been formed by Faester

Befestigungstechnik AG to market the company's ranges of over 100 fasteners and 70 individual hammer drills.

From new warehouses and offices in South Yorkshire the company will supply the Mungo brand of nylon, resin and metal anchors, insulation fasteners, "A" taper and direct-fitting hammer drills and masonry drills to a network of builders and plumbers merchants.

Irish link

THE Sibra group, Switzerland's leading producer of beverages, and controlling some 30 companies, has signed a co-operation agreement with the Irish group Cantrell and Cochrane for the distribution of its non-alcoholic beer in Ireland.

The Cantrell and Cochrane group is one of the biggest manufacturers and distributors of drinks in Ireland. It belongs to the Guinness and Allied Breweries groups and has an annual turnover of Sfr. 240 million.

It directly serves over 20,000 sales points in the food and catering sector.

ECONOMIC WORLD

Swissdata '83, the exhibition for data processing in technical application and research, will be held on September 6-10 in association with Ineltec '83, the exhibition of industrial electronics, electrical engineering and technical installation, in the halls of the Swiss Industries Fair in Basle.

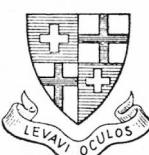
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A total of 282 exhibitors from 17 countries are expected to exhibit their hardware, software and peripheral products in Basle.

The growing importance of data processing in industrial technology and research in Switzerland is reflected in the increase in the number of Swiss companies exhibiting at Swissdata '83. It has risen from 59 in 1981 to 75 in 1983.

This year 41 exhibitors from Switzerland are already able to present their own hardware, software and peripheral equipment developments compared with 27 in 1981.

Contract

As part of the expansion of Cairo telephone network, a member of the Sulzer Group of Companies – Sulzer Anlagen und Gebäudeotechnik GmbH, Stuttgart – has won a contract for

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the supply, installation and servicing of air conditioning and ventilation facilities in five telecommunications service buildings. The installation work is to begin this year.

A contract awarded earlier for the supply, installation and servicing of ventilation and air conditioning plants in Lagos and Benin (Nigeria) is now under way.

Services

SULZER Bros (UK) Ltd have been awarded an order from John Laing Construction for the installation of mechanical services at the new Westgate Centre being built in central Leeds.

The centre consists of a composite block of 11, eight and five storeys and a separate five-storey block and car park. Two basement plant rooms house

the boilers.

Sulzer's contract is to install heating, ventilating and part air conditioning, domestic services, sprinkler and fire protection system for completion in August 1984, and is worth over £900,000.

Air link

SWISSAIR is now providing free helicopter transfers for its first-class and full-fare economy class passengers between J.F. Kennedy Airport, New York, and the other metropolitan airports of La Guardia and Newark.

The facility is available to passengers in transit from and to a Swissair transatlantic flight at Kennedy via La Guardia and Newark. In addition it may be used by Swissair passengers starting or ending their journey at Newark.

Golden Rose contest

THE 23rd international contest for television light entertainment's Golden Rose of Montreux will be held from May 7 to 13 in the Montreux Congress Centre.

The event is organised by the Swiss Broadcasting Corporation in co-operation with the city of Montreux and under the patronage of the European Broadcasting Union.

Five hundred participants are

expected to attend the contest which is open to a wide range of programmes, such as variety shows, light entertainment with scenario, programmes of songs, light music, jazz and pop.

As in previous years the five prizes which can be awarded are the Golden Rose, the Silver Rose, the Bronze Rose, the Special Prize of the City of Montreux for the funniest programme entered and the Press Prize.

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