

# Business world

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## Boycott leaders end anti-Nestlé campaign

LEADERS of an international boycott against the Swiss-based food multinational Nestlé, have called off their seven-year campaign.

The US-based boycott leaders said they had ended their campaign, because Nestlé had now agreed to meet Unicef and World Health Organization codes on the marketing of infant food in developing countries.

When the campaign started in 1977, the International Nestlé Boycott Committee contended that Nestlé was improperly promoting the use of infant food as an alternative to mother's milk in countries where inadequate sanitary facilities could make it unsafe to use the product.

The boycott organizers argued that Nestlé encouraged mothers in underdeveloped nations to think their formula was more nutritious than their own breast milk.

Nestlé's marketing, it was claimed, contributed to infant malnutrition in the third world by discouraging mothers from breast feeding, in some instances leading to infant disease because the for-

mula cannot be properly prepared in contaminated water.

The world's largest manufacturer of this infant formula, Nestlé claims 40 to 50 per cent of their business is in underdeveloped countries.

In addition to the United States, the boycott had been promoted by groups in Canada, the United Kingdom, West Germany, Sweden, New Zealand, Australia, France, Finland and Norway.

A statement from the Nestlé group headquarters in Vevey said: "Nestlé welcomes with satisfaction the decision of the International Committee to end the boycott. The company sees the decision as proof that its efforts to put into practice the 1981 World Health Organisation code on marketing infant formula, have finally been recognised", Nestlé said.

"This controversy is now resolved. The moment has now come for all interested parties to concentrate their efforts on solutions to the fundamental causes of infant mortality and malnutrition in the Third World", Nestlé concluded.

Nestlé has reported a turnover

of Sfr 28.1 thousand million for 1983—an increase of one per cent over the previous year.

"On the basis of figures available", said a company statement, "the group foresees a satisfactory consolidated net profit".

The sales volume increase averaged almost three per cent for most product groups, but the group said this was only partially reflected in the turnover figures because many currencies depreciated against the Swiss franc.

At comparable exchange rates

the turnover would have increased by 25 per cent, the company said.

Nestlé reported good sales in Asia and the United States but a fall in Latin America where an increase in volume was not sufficient to compensate for currency depreciations.

Sales fell in Africa, too, which Nestlé blamed on foreign exchange shortages in some African countries.

Profits and the proposed dividend will be announced after a board meeting on April 12.



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ATOL 882

## Skid for safety's sake . . .

ZÜRICH based Welti-Furrer Limited has introduced new concepts in the drive for accident prevention. The drivers of this Swiss furniture removal company, whose vans are a familiar sight on the roads of Europe, are being schooled in even safer driving on specially prepared training grounds located at the Veltheim traffic safety centre.

They are instructed how to act in extreme situations – in the interest of the other vehicles on the road and, of course, of the freight which has been entrusted to their care.

Our picture shows a skidding van with a trailer practising on an extremely slippery road.



## Electronic media on show

THIS spring electronic media specialists and direct marketing experts worldwide will convene in Montreux to learn how to harness the potential of the new electronic media to increase the effectiveness of direct marketing.

They will see some of the latest equipment developed around the world which has yet to be licensed.

Some 2,000 executives will be planning to attend the 16th Montreux Direct Marketing Symposium & Exhibition from April 30 to May 4.

It is an event which is internationally recognised as a storehouse of ideas by those

involved in marketing goods and services as far ranging as anything from finance and publishing to pharmaceuticals, advertising, retailing and leisure.

The Symposium and Exhibition will highlight the importance and use of telemarketing, comprehensively outline the use and application of the new electronic media for various industries and examine the intricacies of information providers, user-circles and networks.

Visitors will be especially encouraged to attend the other direct marketing seminars.

These range from database

creation and the relative merits of different types of computers, to changes in lifestyles.

The exhibition, covering 36,000 square metres, will feature many new products and techniques from sheet laser and ink-set printing to videotex, automatic inserting equipment and personalised magazines.

★ ★ ★

THREE major Swiss metal foundry concerns, Sulzer, George Fischer and von Roll have announced a joint plan to cut nearly 1,000 jobs by the end of the year.

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