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# Show spotlight

*Swiss Observer looks back at two successful exhibitions, and previews two to be held later this year.*

## Looking back

### Quality key to Basle '84

THE twelfth European Watch, Clock and Jewellery Fair, Basle 84, clocked up over 102,000 visitors and on some days attracted more than the Swiss Industries Fair – Muba!

More important than the total number of visitors was their quality. The ratio of trade buyers to the general public at Basle 84 was around 70 to 30.

There was again an increasing trend towards an international

participation, with a marked influx of buyers from abroad led by those from America.

Trade buyers arrived from a total of 95 countries and the ratio of trade visitors from the clocks and watches sector to those in the jewellery business was well balanced.

The business results were also gratifying. The great majority of exhibitors said they were satisfied both in the clocks and watches as well as the jewellery sector.

The success recorded both in sales and prospective customers at Basle 84 has further enhanced its importance.

This is also revealed by the accompanying events, including the new Europe Day for the opening of the fair in the presence of numerous prominent guests, and the special Gold In Fashion

Show by the International Gold Corporation.

### Half a million at Muba 84

WITH nearly half a million admission tickets sold, the 68th Swiss Industries Fair – Muba 84 – achieved appreciably higher attendances than the previous year.

This result is all the more satisfactory since Muba 84 was held for the first time without the European Watch, Clock and Jewellery Fair.

When all the figures are worked out, it adds up to some 25 per cent more visitors to Muba this year.

There were 10,500 visitors at the various official events and conferences held along with Muba and the accompanying events – Natura, Vita Tertia and Eurocast – which were integrated into it.

This revival of interest in Muba may be attributed, on the one hand, to the retention and expansion of traditional sectors such as household, furniture, tasting, swimming pools/garden, creative craftsmanship and construction and building technology.

The orientation of the new Muba towards suggestions and aids for overcoming the tasks of the future also contributed.

The Muba 85 – the 69th Swiss Industries Fair – will be held from May 11 to 20, 1985.

## Looking forward

### Focus on software solutions

SOFTWARE is the central feature of Swisdata 84, a trade fair centering on computer technology to be held in Basle from September 25-29, 1984.

In the Swiss Software Centre visitors will find a wide range of user-orientated solutions.

In the building trade sector there will be information on various computer applications for the architect, building engineer,

building contractor, general planner, etc.

Solutions to problems in these fields will be demonstrated, explained and available for trial, plus expert advice on hardware and on possible areas of use.

In the process controls sector engineers and software specialists will demonstrate their practical know-how.

With the aid of hardware used in industry and computer science – from programmable control units, via microelectronics in general to high capacity mini calculators – software solutions for the widest range of users will be on show.

The third sector will be a presentation by a number of firms in the newly-founded ARCI

(Association of EDP and computer science advisors of the French-speaking part of Switzerland).

The fourth sector brings together software companies and consultants with a variety of solutions.

### Swisstech looks a winner

SWISSTECH 84, a trade fair for subcontracting and technical industrial supplies has already recorded a 30 per cent increase in

its exhibition area ~~six~~ months before it is due to open.

Over 550 exhibitors from the subcontracting industry have already made firm applications for the Basle event and at present occupy an area of 11,470 square metres. This is over 2,600 square metres more than in 1982.

Enquiries from abroad – particularly West Germany – have also increased this year.

There is a trend towards larger stands this year, which is gratifying, since there is usually a decline in interest for the second year of a new fair.

If the trend towards economic recovery continues, successful business can be expected at Swisstech which will be held from November 20-24.