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Economic improvement set to continue – survey

'Switzerland in Figures'

THE Union Bank of Switzerland, in its Economic Panorama review, sees the business upswing of the second quarter of 1984 continuing.

But in some sectors there are signs of tapering off, although the employment situation now appears to be stabilising.

In the third quarter, Swiss businessmen expect lower order growth, but an increase in production and sales. Earnings are expected to rise compared to last year.

Not much activity is expected in the building trade, and even less in civil engineering.

Food and drink sales will stay strong, but textiles and clothing

will tail off.

Improved hotel bookings are expected this summer compared to 1983.

The 250 firms surveyed expect the business revival to flatten somewhat. But production and sales are still expected to grow, led by metals and machinery, with textiles, paper and chemicals also looking up.

In general, exports are holding up better than home orders.

On the employment front, most

companies plan no changes in their staffing levels over the months ahead.

And Swiss firms should show an improvement in earnings in the third quarter. Nearly half of those in the survey expected higher earnings. Only one-sixth forecast a decline.

Liquidity, too, is expected to improve. One third of the companies anticipated stronger liquidity, against only 14 per cent who thought it would be weaker.

THE 1984 edition of the Union Bank of Switzerland's guide, "Switzerland in Figures" contains over 1,600 figures about the country and its 10 biggest trading partners.

"Switzerland in Figures" is available from the UBS Economic Reference Library, PO Box 645, 8021 Zurich (Tel: 01-234 3277) or any UBS office.

It is available in French, German and Italian, English, Spanish and other languages.

Our best known product?

EVERY year, some three million Swiss Army knives go overseas from Switzerland, where they are snapped up by boy scouts, fishermen, construction workers – and not least the armies of the United States, Germany and Holland.

At the same time, countless numbers are bought by visitors to Switzerland, who like to take them home as souvenirs of their trip.

One way and another, the knife is one of Switzerland's best known products.

What is less well known is the fact that the knife is actually manufactured by two different companies. One of them,

Victorinox, is Europe's biggest cutlery firm – the other one, Wenger, is much smaller.

As with many other successful products, the Swiss Army knife, with its red handle and Swiss emblem, embodies a simple idea.

In its most highly-developed form, it represents a pocket-sized toolbox.

At the low end of the range, you get a simple four-bladed penknife. At the top end, you get an item that is the delight of boy scouts of all ages: a 24-tool masterpiece that sports such exotica as a magnifying glass and a saw.

Naturally, such an attractive

article has its imitators.

Workshops all over the world, from Europe and the Far East to the United States, are hard at it making imitations, some remarkably good.

Which is why the two Swiss companies spend a great deal of effort on quality control. Foreign imitators cannot match Swiss quality, they claim.

On the other hand – as many western originators of consumer goods from bicycles to sewing machines have discovered – third world buyers simply do not have the money to buy the superior article.

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OBL International's dual purpose inflatable craft – can be used on the water in summer or on the snow in winter

Swiss firm enters leisure market

THIS autumn sees the entry of Swiss firm OBL International into the UK sports and leisure market with their new range of leisure products.

Taking pride of place is the newly designed Solargold Suntrap which can be used on the patio, in the garden or on the beach practically the whole year round. This enables up to three adults to sunbathe at the same time, even on cold days.

Also new is Air Bob 2000, a compact inflatable craft which can provide endless fun on water or as a toboggan on snow.

OBL International's range of Zig-Zag stunter kites can be assembled in seconds. They

enable enthusiasts to fly loops, spirals and power dives with any number of kites in formation.

OBL also supplies camping tents. These range from the economic two person lightweight tent to the larger three person model which features geodesic design of the inner tent together with aluminium polyurethane coated outer fly, coated nylon roof and groundsheet and fibreglass pole.

Fairs and exhibitions in Switzerland this month

Place	Sept.	Details
Berne	2-3	International shoe sample exhibition. (Internationale Schuhmusterschau, Utoquai 37, Postfach, CH-8032 Zurich).
Basle	2-4	INTERFEREX – International trade fair for hardware, tools and household goods. (Interferex AG, Talstrasse 66, CH-8001 Zurich).
Zurich	3-6	HEIMTEX – Home textiles. (Heimtex Zurich, case postale 14, CH-8962 Bergdietikon).
Geneva	4-7	BUREXPO 84 – Data-processing, office management and office equipment exhibition. (Orgexpo, case postale 112, CH-1218 Grand-Saconnex).
Lausanne	8-23	65th COMPTOIR SUISSE – National fair. (Comptoir Suisse, Palaise de Beaulieu, case postale 80, CH-1000 Lausanne 22).
Basle	11-14	ILMAC – 9th International chemical exhibition for laboratory techniques and chemical engineering, measurement technology and automation. (Sekretariat ILMAC, Postfach, CH-4021 Basle).
Basle	11-14	IPHARMEX – International exhibition for pharmacists. (Sekretariat IPHARMEX, Postfach, CH-4021 Basle).
Zurich	20-30	ZUESPA – 35th Zurich autumn show for household, home, sport and fashion. (Internationale Fachmessen und Spezial-Ausstellungen, Thurgauerstrasse 7, CH-8050 Zurich).
Berne	23-25	BESPO – Summer sports and textile fair. (Bespo, Obere Zollgasse 75, CH-3072 Ostermundigen).
Zurich	23-25	TMC – Fashion fair – ladies' fashion. (Sekretariat Modetage, Postfach, CH-8065 Zurich).
Basle	25-29	AUTOFACT 84 – Conference and exhibition of automated manufacturing for European productivity. (Sekretariat Autofact, c/o Schweizer Mustermesse, Postfach, CH-4021 Basle).
Basle	25-29	FABRITEC 84 – International trade fair for fabrication installations in electronics. (Sekretariat Fabritec, c/o Schweizer Mustermesse, Postfach, CH-4021 Basle).
Basle	25-29	SWISSDATA 84 – Exhibition for data processing in technical applications and research. (Sekretariat Swissdata, c/o Schweizer Mustermesse, Postfach, CH-4021 Basle).
Basle	25-29	SAMA 84 – International exhibition on advanced techniques: production – automation – industrial robotics – surface treatment. (Sekretariat Sama, c/o Schweizer Mustermesse, Postfach, CH-4021 Basle).