52nd Swiss Industries Fair

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52nd SWISS INDUSTRIES FAIR
Lively interest displayed by foreign buyers

The 52nd Swiss Industries Fair which took place in Basle from 20th to 30th April, and at which 2,716 exhibitors from industry and trade in the whole country were present in twenty-seven trade groups, registered the attendance of more than one million visitors.

The interest displayed by buyers from foreign countries was particularly lively, and was substantiated by the fact that the Foreign Visitors' Service of the Fair registered interested enquirers from 119 countries in all the continents of the world. The number of foreign visitors was clearly in excess of that for the previous years.

The enquiries emanating from foreign visitors were mainly concentrated on the most important export groups made up of those covering watches and jewellery with 267, the electrical industry with 152, machine tools and tools for metal working purposes with 155, industrial requisites with 123 and textiles, clothing, fashion with 230 exhibitors. Exhibitors in all these groups reported that important business connections were established with, and many orders received from foreign buyers. Incidentally, there were 30,000 watches on show and a further 40,000 were at hand to be shown to interested traders.

As far as the home market was concerned, it was noticeable that, at first, enquirers were somewhat slow in getting into their stride, but that this later gave way to widespread interest on the part of buyers fully conscious of, and well able to appreciate, the prices and the quality of the goods exhibited.

Another novelty was that the Military were "on show" for the first time with "Electronics in the Army".

The Fair was opened on a brilliant day, 350 journalists from inside and outside Switzerland attended the opening. The "Official Day" was on 23rd April, and Federal Councillor Schaffner delivered the main address on this "big fair of a small country". He spoke about politics and economics, on EFTA, Common Market and the Council of Europe and related them to Switzerland's still thriving economy.

The 53rd Swiss Industries Fair will take place from 12th to 22nd April 1969.

AVAILABLE FREE AT THE SWISS NATIONAL TOURIST OFFICE

Apart from interesting and informative leaflets on holiday resorts and Swiss towns with special attractions for a summer visit, the following publications may be had free of charge from the Swiss National Tourist Office, Swiss Centre, 1 Coventry Street, London W.1: "Excursions by Postal Motor Coach in Switzerland", and details about the Music Festivals, especially the international events in Lucerne and Zurich. The latter are given publicity in an illustrated programme booklet called "Festivals" (European Association of Music Festivals).

A well-presented brochure on the Swiss wool industry, called "Lainages Suisses" (in several languages) is also available.

NEW SWISS POSTAGE STAMPS

Philatelists wishing to place a standing order for new issues with the Swiss Philatelic Agency, Swiss Post Office, Berne, can now apply to the Swiss National Tourist Office, Swiss Centre, 1 New Coventry Street, London, W.1, for "Conditions of Sale", order form, etc.

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