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Autor: Brogle, Th.

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SWISS TEXTILES AND THE EXPORT TRADE

The Swiss export industries, animated by unshakable optimism, are now preparing to launch their products on the world's markets at the 30th Swiss Industries Fair for which the significant symbol of a blown sail — swelling with the wind of hope — has been chosen. And yet, every impartial observer of the present economic situation is aware that export today must face tremendous odds owing to the precariousness of post-war conditions. Nevertheless, Switzerland, for her part, will do everything in her power to prove her firm determination to participate to the utmost in the reconstruction of world trade.

Among the Swiss industries specialized in export, the textile group — which includes some of the oldest and most typically national crafts — can be proud of having long established connections on world markets. The forthcoming Industries Fair, to be held from May 4th to 14th 1946, will furnish ample proof of this extensive activity. Hall II of the Fair Buildings is to be placed at the entire disposal of textile manufacturers — whose number will be considerably greater than ever before — and arranged with a view to promoting sales. The former Watch Pavilion will also house a compact display of Swiss silk and rayon products and is to be specially redecorated to form an artistic and discreet background for these exhibits. (A striking and extremely comprehensive range of textile machinery will again be housed in Hall IX.)

The highly appreciated cooperation of the editorial staff of « Swiss Textiles » once again deserves the grateful thanks of both the Fair Management and the exhibitors. In the present number will be found a vivid picture of the fine and comprehensive display organized by the Swiss textile industry for the export market.

Swiss Industries Fair :

Th. Brogle

Director.