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The Swiss Export Week

The 17th Swiss Export Week took place in Zurich from November 20th to 25th. Some thirty manufacturers presented their coats, dresses, suits, blouses, raincoats, sportswear and other articles to their numerous buyers from abroad. Liberalisation was the keynote of this event.

The recent relaxation of restrictions in European trade was heartily welcomed by Swiss clothing manufacturers

hope that they will shortly be able to obtain the necessary quotas. In the case of certain countries for whom the rate of exchange is unfavourable, liberalisation has tended rather to mean an appreciable simplification of formalities. But the arrival of the Dutch and particularly of the Swedes was eagerly awaited in Zurich. Deprived for a long time of the possibility of buying, the latter have at last been able to take up their old place among the



Victor Tanner S. A., Saint-Gall



Respolco S. A., Zurich



Hoening Leisinger & Cie, Zurich

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and their clients. Although this has not brought about an increase in the total volume of sales, it has nevertheless had a favourable influence on business, in particular by counterbalancing the negative effect of the momentary difficulties caused by the development of Western Germany's balance of payments. For German buyers are coming back, filled with an obvious desire to buy. For the moment they are only able to admire, make their choice and have their wishes noted down, in the

clients of the Swiss clothing industry, since their country has taken off the restrictions on all ready-to-wear garments with the exception of a few special articles. Buyers from Holland were able to avail themselves of increased quotas. Business with these two countries has been very satisfactory and is encouraging for Swiss clothing manufacturers who, moreover, have never lost their constructive vitality in spite of the difficulties and risks of their profession.

The Swiss Export Week is organised twice a year by the Exporters Association of the Swiss Clothing Industry at Zurich.





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 Broderie — Embroidery — Bordado — Stickerei
Jakob Rohner A-G., Rebstein
 Ittensohn

El-El S. A., Zurich

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Matter



Maison Gack, Zurich

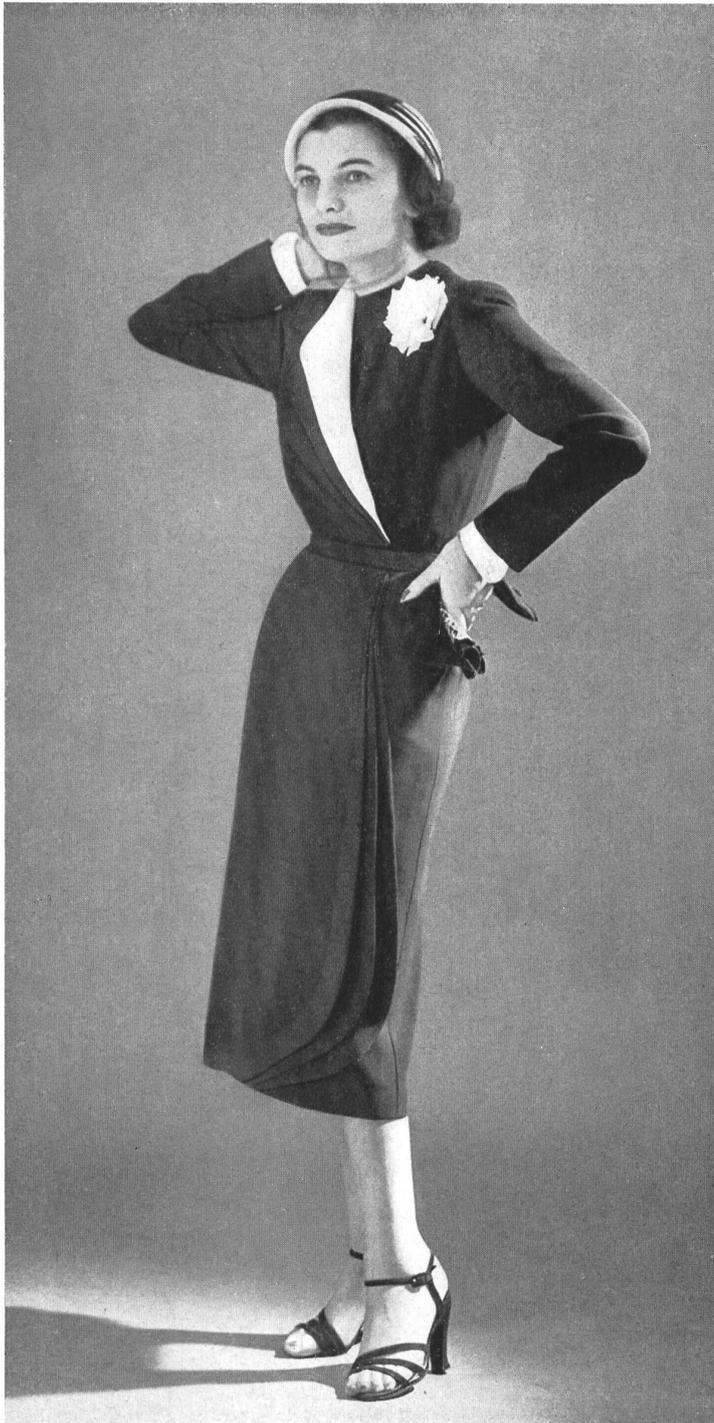
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Maison Kiene & Merz S. A., Kreuzlingen Matter

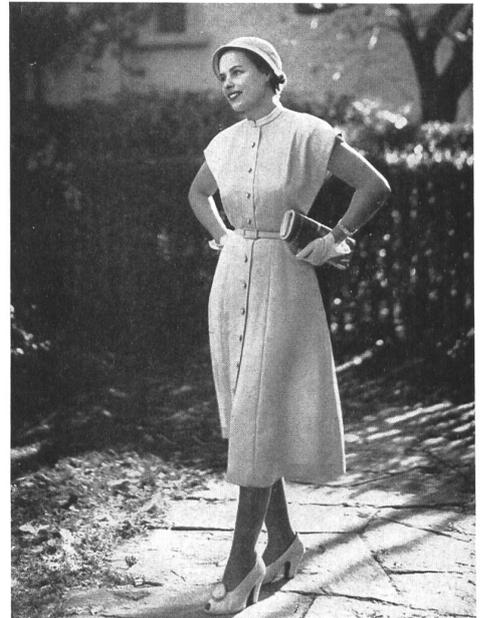


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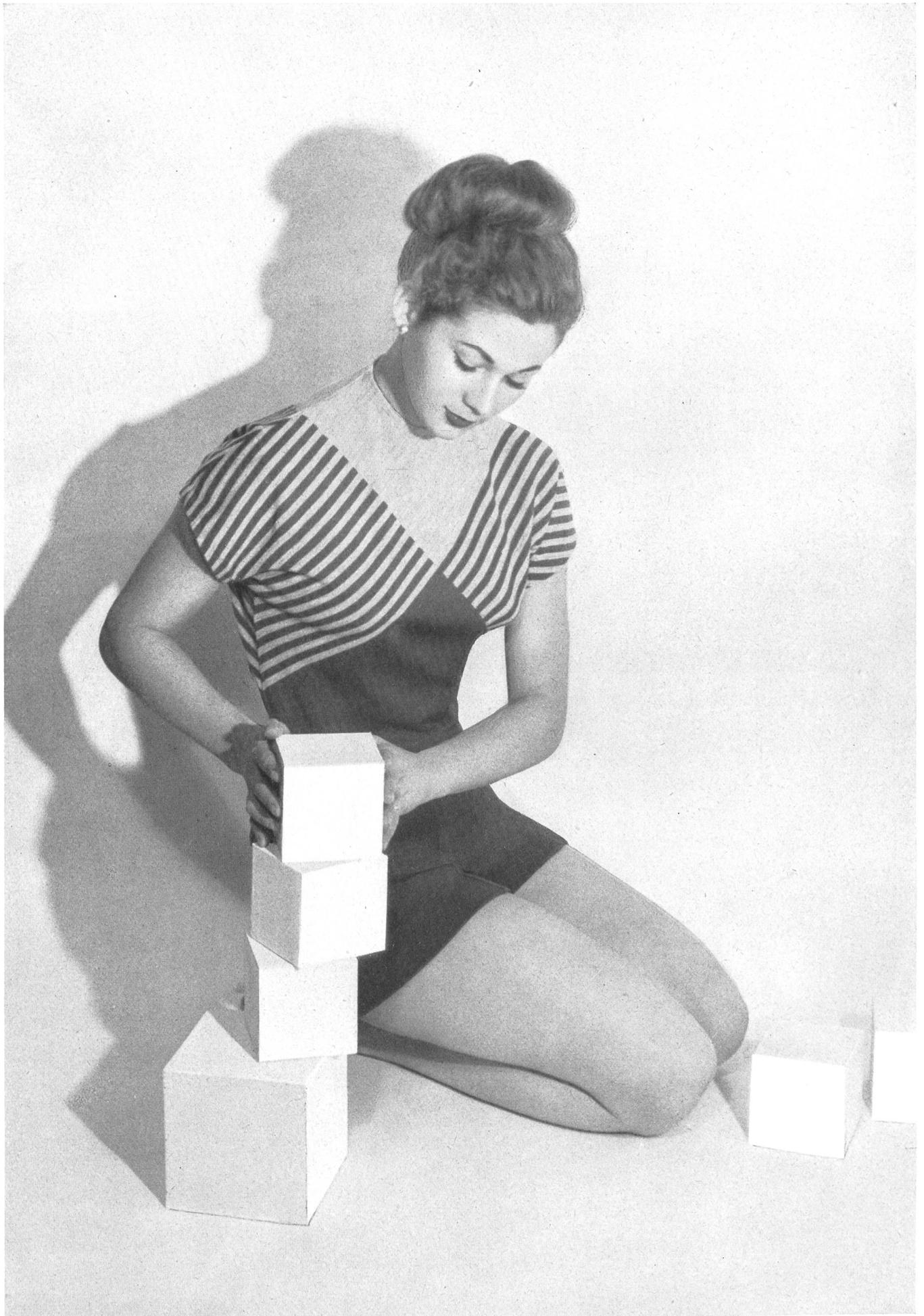
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