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Franco-Swiss

Textile Trade

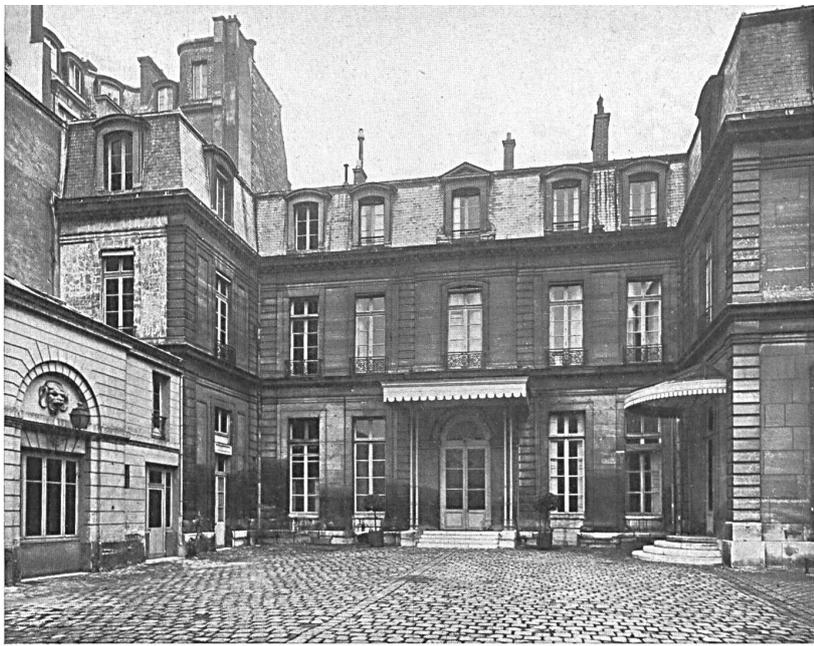
During the course of the month of May, a luncheon presided over by Mr. P. de Salis, Swiss Minister in France, took place in Paris on the occasion of the twenty-fifth anniversary of «Textiles Suisses». Together with personalities of Parisian haute couture and fashion, and French trade and industry, those present included representatives of the Swiss textile and clothing industries and the editors of our periodical.

In a short speech, Mr. A. Masnata, head of the Swiss Office for the Development of Trade in Lausanne and director of «Textiles Suisses», first of all thanked French fashion and couture for the fame they bestow on the Swiss textile products they use by spreading them throughout the world. Our periodical, which is published in Switzerland and distributed all over the world, is happy to be able in its turn to add its modest contribution to spreading the fame of the creations of Paris.

The speaker also thanked the organisers of the Textile Exhibition at Lille, who were unfortunately prevented from attending the luncheon, for having given a place at their fair to Swiss textile products. Going on to speak of the Franco-Swiss textile trade, he pointed out that it generally works out to France's advantage, a fact which can only encourage the French to cultivate it. In 1950 for example, Switzerland imported from France more than 5.5 billions French francs' worth of yarns and fabrics and other textile products, while France bought some 3 billions French francs' worth of similar products from Switzerland.

To complete the picture, let us add that textile products have for long formed a considerable part of the trade between France and Switzerland. Thus, in 1938, total Swiss exports to France amounted to 121.4 million Swiss francs, 13.7 million of which were textile products; and Swiss imports from France amounted to 229.2 million Swiss francs, 38.1 million of which consisted of

Swiss Legation, Paris,
an inside view of the whereabouts.



Swiss Legation, Paris, the court-yard facing the entrance.

textiles. Similarly in 1948, exports from Switzerland to France totalled 329.4 m., textiles 19.1 m.; Swiss imports from France totalled 391.4 m., textiles 54.4 m.; in 1950, exports from Switzerland to France totalled 358.1 m., textiles 38 m.; Swiss imports from France totalled 510.8 m., textiles 68.1 m. Among the principal textile articles that Switzerland buys in France appear, for considerable amounts, certain finished products which Switzerland nevertheless traditionally produces herself, such as cotton fabrics (1950 : Sw. frs. 3,115,000), silks (1950 : Sw. frs. 3,374,000), linens (1950 : Sw. frs. 1,227,000). Finally, among the principal items of finished products, let us mention woollen fabrics (1950 : Sw. frs. 6,613,000) and cotton lace (1950 : Sw. frs. 423,000).

The photos of the Swiss Legation, Paris, have been kindly lent by the Direction of Federal Construction, Berne.

