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## A Jubilee Swiss Industries Fair

When the Swiss Industries Fair opens its doors in 1966 in Basle, it will also be celebrating its 50th anniversary. Reflecting as it does Swiss production in industry and trade, the Swiss Industries Fair is at the same time an all-embracing trade name in itself: the symbolical rearing hat of Mercury, the messenger of the gods, covers in reality a large trade community made up of exhibitors, visitors, manufacturers, buyers and consumers, and that is why a cordial invitation is herewith extended to all and sundry to take part in this memorable jubilee due to take place from 16th to 26th April 1966.

The textile industry is the oldest branch of production amongst the Swiss export industries. Right from the very first years of existence of the Swiss Industries Fair, when it was still quite a modest affair compared with what it has become nowadays, the textile industry has played a significant part in ensuring that the national trade fair of a small and highly industrialized country should, after only a short period, have aroused interest and acquired respect on an international scale. There is hardly any part of the civilized world — and that includes the farthest flung territories — where the description « made in Switzerland » is not fully understood in the complete meaning of the term. Switzerland is a small, inland country consisting largely of barren soil, with no natural resources at its disposal, and it was only able to build up its own industries by processing and selling to foreign countries the raw materials and semi-finished goods it imported and out of which it itself produced finished goods of the very highest quality.

What the Swiss Industries Fair now offers to foreign buyers is the unique opportunity to obtain in a short space of time a really convincing picture of what Switzerland actually produces. No difficulty is encountered in making efficient use of the exhibition space, which has gradually extended to cover 1,750,000 sq. ft., because the fair management and the exhibitors have been able to collaborate in classifying the goods to be exhibited in clearly defined branches, the result being that experts and buyers in the various trades are one and all immediately able to find those goods which interest them and which they require in order to meet the wishes of their customers.

It is the export industries taking part in the fair which have played an appreciable part in endowing the Swiss Industries Fair with its characteristic presentation of the exhibits. Mention should first be made of the watchmaking industry which with a display, if correctly

considered, is really an exhibition on its own, and at which more than 200 manufacturers present something like 20,000 different models of watches and clocks, is one of the most impressive centres of attraction at the Basle fair. Another branch of the fair which, year after year, arouses in increasing measure the interest of trade experts from all parts of the world, is the display organized, with an extensive series of interesting new lines, by the metal industry, the heavy machinery industry, manufacturers of engineering requisites, and above all by the machine-tool industry and that producing tools for the metal-working industry. Finally, as a country with considerable sources of hydraulic power, Switzerland is equipped with quite a respectable industry for generating electrical energy, a branch of production which promises some very interesting exhibits at the jubilee fair connected with the production and distribution of electrical energy.

Whereas the other groups of goods for everyday consumption are of great importance for the home market, the textile group enjoys a reputation extending far beyond the Swiss frontiers. The goodwill involved is based in the first place on the principle of concentrating on high-class quality which has always been strictly observed in this line of production, but it also has a secure footing on the inborn Swiss art of displaying goods in an attractive manner and in constantly finding original solutions for new ways of presenting the exhibits. Hence there is the fullest justification in looking forward to the three special displays in the textile branch. Bearing in mind what the « Création » show was able to produce by way of ingenious and elaborate presentation of goods in the last few years, people in the trade are eagerly awaiting the première of the textile industry at the jubilee fair. The same applies to the special exhibit « Madame-Monsieur » organized by the Export Association of the Swiss Clothing Manufacturers. And it will be interesting to anticipate the ingenious ideas which the graphic artists and decorators in the « Knitwear Centre » have managed to think up for 1966 for the firms constituting the knitwear industry.

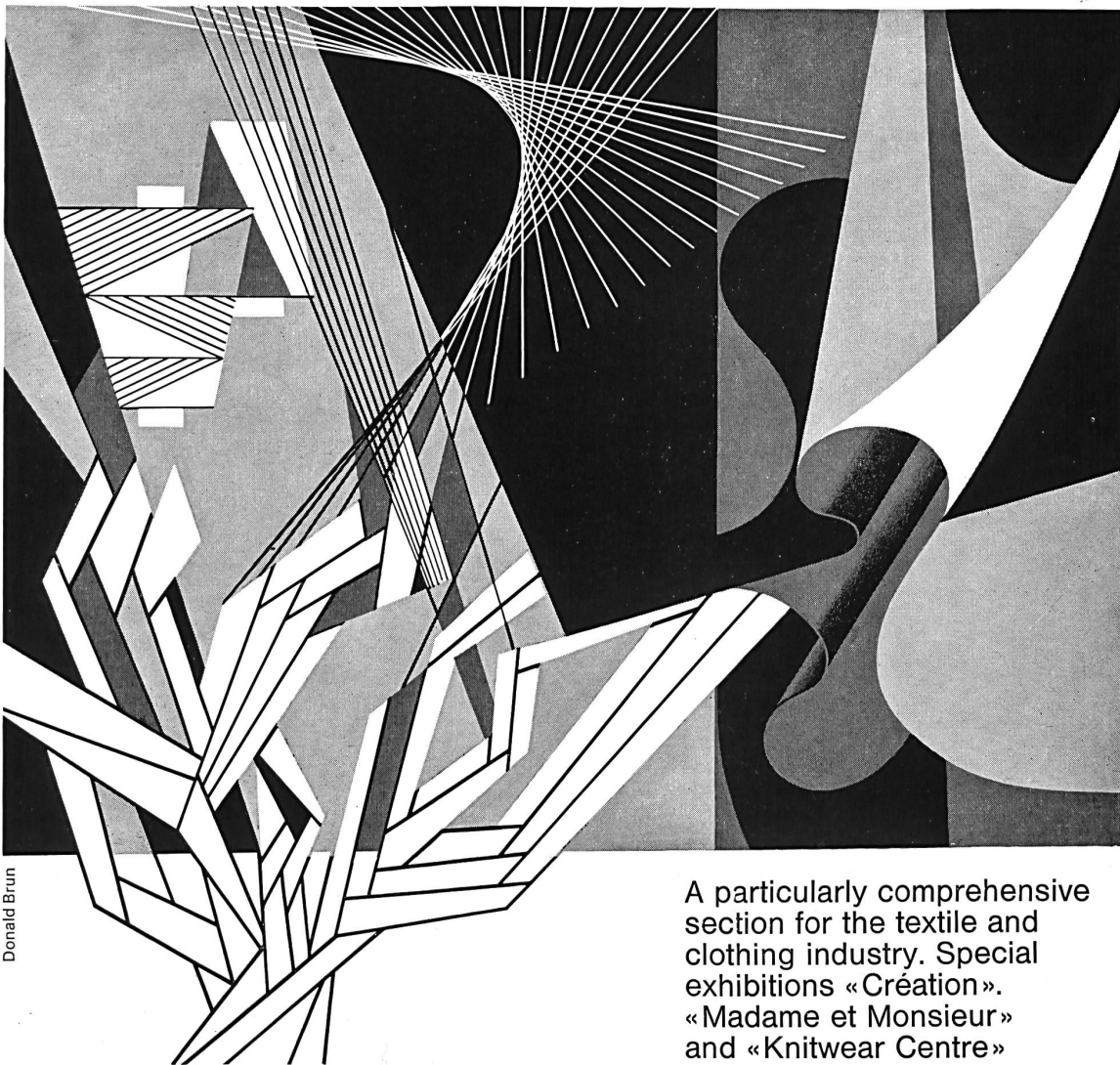
However, a personal visit of inspection to any fair carries much more conviction than all the Press articles likely to appear, and that is why the exhibitors and all the various services of the Swiss Industries Fair will do their very best to make the visit of the readers of « Textiles Suisses » as pleasant and profitable as possible.



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