

# Public relations in Switzerland

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## A FINE ACHIEVEMENT BY EMPLOYERS

Recently the Federation of Geneva Employers' Associations brilliantly celebrated its foundation by making the anniversary coincide with the inauguration of a large new building of its own, the Geneva Interprofessional Centre. The Federation comprises eighty professional associations and some 7,000 heads of firms; it manages and administers the secretarial work of eighteen local, regional, national or international employers' organisations as well as thirty-three professional welfare funds. In addition to its administrative building, housing the secretariats of the various associations and provided with all facilities such as restaurant, lecture rooms, car park, etc., the Federation of Geneva Employers' Associations has shown its social awareness by building two big blocks of flats, one of them containing 675 medium rent flats, with nurseries, recreation rooms, shopping centre, etc.

[O.S.E.C.]

## PUBLIC RELATIONS IN SWITZERLAND

In the spring of 1969, the Swiss Public Relations Association will found a Public Relations Institute. Although independent, this institute will work in collaboration with the Swiss Advertising and News Training Centre, located in Bienne. The Swiss Public Relations Association considers that it is meeting a need of the Swiss economy, tending to offer the new generation the opportunity of being trained in the field of PR as well as advertising. The new institute will start by holding two annual courses lasting two weeks each, a programme that may be extended depending on needs.

[O.S.E.C.]

## NEWSPAPERS IN SWITZERLAND

It is often said that Switzerland is the country with the largest number of newspapers per head of the population. According to a recent survey, however, it would seem that a number of papers not satisfying certain criteria of format, rate of publication, type of news, etc., should be deducted. When this has been done, there are still 334 different newspapers for a population of 5.9 million people (spring 1967), which represents one copy per 2.27 inhabitants and one different newspaper for approximately every 18,700 inhabitants. These figures are taken from the excellent report entitled "The Swiss Press — Today — Yesterday — Tomorrow" by J. Jaeger, Director of the Swiss Political Correspondence Service (CPS), published in German in 1967 to commemorate the fiftieth anniversary of this organisation. This report, now available in French, contains a large number of statistics and gives much interesting information concerning the number of newspapers published in Switzerland, their circulation and their division into various categories, all helping the reader to understand the phenomenon of Switzerland's extremely diversified Press serving a direct democracy. After a number of pages devoted to the structure of the Swiss Press considered from the point of view of political Parties and the Press considered as the nervous system of federalism, a section analyses the technical and organisational means of rationalising the Press, so as to enable it to survive in the face of competition in the field of mass media.

[O.S.E.C.]

## 39th INTERNATIONAL AUTOMOBILE SHOW

This large international exhibition, one of the most important of its kind, will be held in Geneva from 13th to 23rd of March.

The 39th "Salon" will contain the following sections:

Touring cars, racing cars (sport and competition models); special chassis; motorcycles and bicycles; boats, trailers and camping equipment; accessories; technical, specialised and sports literature; professional associations.

Particularly noteworthy is the return to the show of the sports models which made such a hit in 1967. The visitor will find the great classic sports cars, racing cars, special models, etc.

As usual, in odd-numbered years, boats and nautical accessories will replace trucks. Registrations have increased considerably, and this section will cover a record surface.

Bicycles and motorcycles, absent these past four years, will delight lovers of "two-wheelers".

A huge open-air sector on camping and trailers will occupy the Plaine de Plainpalais.

The Show will be completed by countless stands situated either in the sections themselves or in the galleries — displaying garage machinery and equipment, spare parts, tools, maintenance products, testing appliances and tyres. Already the number of exhibitors has far surpassed previous records.

[S.N.T.O.]

## GENEVA "MONTRES ET BIJOUX" IN THE FAR EAST

Held for the first time in 1942 in Geneva, the "Montres et Bijoux" (Watches and Jewels) exhibition has met with steadily growing success. Today, it numbers thirty-five watch and jewel manufacturers who, by the quality of their creations, are among the leaders in their field. At this exhibition, they display their very finest work. Exhibits also include the prize-winning entries in the Geneva Grand Prix for watchmaking, jewellery, goldsmith's work and enamel work. This year, after having been displayed in Geneva, the 25th "Montres et Bijoux" exhibition was flown to Tokyo where it was on show from 21st to 27th November, then it will be moved to Hong Kong 17th to 24th December, and Singapore from 21st to 27th January.

[O.S.E.C.]

## A REMARKABLE STAMP COLLECTION

Opened in 1907, the Swiss Post Office Museum, which has known its ups and downs, now contains the largest collection of postage stamps in Switzerland. A perfected system of steel cabinets with sliding and pivoting panels, specially designed by a Swiss manufacturer, has room for the display of 220,000 stamps. Of the twenty cabinets containing display panels, ten house the general collection of foreign postage stamps, which is probably unique of its kind for it contains the postage stamps of about 560 countries and territories. Other special cabinets offer the space needed for temporary displays. Needless to say these treasures are protected against fire and theft by a number of highly perfected safety devices.

[O.S.E.C.]