

# Trade exhibitions in Zurich in 1967

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## GRATIFYING RESULTS OF THE SWISS INDUSTRIES FAIR 1967

In 1967, as in the preceding year, more than one million people passed through the gates of the Swiss Industries Fair. These include visitors from 132 countries — a new record — and every continent was represented.

Once again a diversified and up-to-date picture of the products of Swiss industry was provided by the 2,665 exhibitors who, divided into 27 display groups, shared nearly 42 acres of floor space. The satisfaction expressed at the results of this year's Fair has been well above average. Exhibitors were able to establish contact with a large number of Swiss customers who, although cautious, were keen to buy, and with a numerous contingent of overseas buyers. Many important deals and valuable business connections were reported. Exporters in particular expressed themselves highly pleased with the interest shown by visitors from every part of the world.

One of the main attractions for foreign buyers was the Watch Pavilion. Last year, a new record was set up by the Swiss watch industry when its exports topped 2,000 million francs. It was represented at the Fair by nearly 200 stands showing some 20,000 models of pocket watches, wristwatches, alarm clocks, pendulum clocks and table clocks. Central to the exhibition, as always, was the highly sophisticated conventional watch and a large number of new models and special designs were shown. But some new achievements in the field of electronic time-keeping also attracted attention. An atomic clock, of the type to be used in the European space research programme, was on show for the first time. It loses or gains only one millionth of a second per day or a maximum of one second in 3,000 years. In terms of linear measure, this is equivalent to an error of only 4 millimetres in measuring the distance between the earth and the moon.

Textile and clothing also proved of great interest. These industries are also important exporters and the special shows "Création", "Madame-Monsieur" and "Tricot Centre" enabled them to display their latest creations with a wealth of ingenuity. The results were impressive.

Other groups, however, particularly precision engineering, technical products for industry, mechanical conveying and handling, and office equipment, also reported numerous contacts and business overtures with prospective customers abroad.

The President of the Confederation Federal Councillor Bonvin, and personalities from Swiss political and economic life, attended the "Official Day" on 18th April.

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The 52nd Swiss Industries Fair will be held in Basle from 20th-30th April 1968. Besides the watch and textile industries, it will also be the turn of the tool and machine-tool industry and industrial electronics, both important exporters, to put on displays.

Before this, however, the halls of the Swiss Industries Fair have been reserved for various international exhibitions. The largest of these is the 5th International Exhibition of Textile Machinery, ITMA '67, which will be held from 27th September to 6th October 1967. It will be followed in November by exhibitions devoted to industrial electronics and by the International catering and hotel exhibition. In February 1968, there will be an exhibition of mechanical conveying and handling.

## TRADE EXHIBITIONS IN ZURICH IN 1967

"Züspa" International Trade Fairs and Special Exhibitions, in Zurich, which has nine exhibition halls in an easily accessible position on the outskirts of the town, connected with the covered stadium near the cycle racing track, each year organises a certain number of special exhibitions. Those due to take place between now and the end of 1967 are as follows:

- from 3rd to 13th May, FAGA, International Hotel and Restaurant Exhibition, sponsored by the Swiss Association of the Catering and Hotel Trade as well as the International Union of National Hotel and Catering Trade Associations;
- from 29th May to 3rd June, the European Furnishing Fair, organised by the European Furnishing Union and reserved strictly for members of this organisation;
- from 9th to 13th June, Interdropa, International Fair for the Drugs and Perfume Trade, organised by the Swiss Association of Druggists together with Amidro, the main purchasing organisation for Swiss druggists;
- from 30th August to 4th September, FERA, the Swiss Radio and Television Exhibition, open to the public but participation being reserved for members of the Association of Manufacturers and Suppliers of the Radio Industry;
- from 12th to 16th September, the Office Equipment Exhibition, open to the public, participation being reserved for members of the Swiss Office Organising Association; and finally
- from 20th to 23rd October, the Swiss Caravan *Salon*.

Let us also add the Zurich Autumn *Salon*, an exhibition of household arts, furniture, sport, etc., which will be held from 28th September to 8th October. In 1966 this regional display, comprising 600 exhibitors, attracted 221,000 visitors.

[O.S.E.C.]

## AN INTERESTING SWISS SLOT MACHINE FOR DRINKS

After long and painstaking research, a Swiss firm at Renens, near Lausanne, has built a printed circuit slot machine for the supply of hot and cold drinks. The new "Codomat Flash", as it is called, offers a choice of twelve hot or cold drinks, including beverages made of liquid concentrates or concentrated fruit juices. Among other interesting improvements, let us mention the use of a separate pipe for each liquid, which makes it possible to avoid each drink having a slight taste of the one served before it! In addition, particular care has been taken in the planning of these slot machines so as to simplify their use and maintenance. Inside the machine, each important part is encased and completely protected, thus considerably reducing maintenance service. In addition, provision has been made for the dismantling and replacement of all important parts to be carried out in a minimum of time. Considered from the practical point of view, the Codomat slot machine, whose appearance is both functional and elegant, can be considered among the most highly perfected on the market today.

[O.S.E.C.]