

Swiss industries Fair, Basle

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SWISS INDUSTRIES FAIR, BASLE 23rd April — 3rd May 1960

The 44th Swiss Industries Fair will take place in Basle from 23rd April to the 3rd May in 1960 — somewhat later than usual owing to Easter. Since its inception in 1916 this Fair has continued to expand and has developed into a widely admired display of Swiss industry embracing the whole range of production. Those interested in Swiss trade have long known that there is no better opportunity to gain first-hand information of what Switzerland is able to offer in every branch of national output and to obtain that insight into market conditions necessary to enable traders to plan their business operations well ahead.

As in all industrial countries, the production of capital goods has made much greater progress in Switzerland in the course of the last twenty years or so than the production of consumer goods. The pronounced expansion in the capital goods industries is much in evidence at the Swiss Industries Fair as well, more than half of the entire exhibition area of about 1,395,000 sq. ft. being occupied by firms engaged in industrial production, and this in spite of the fact that the two branches of the machinery industry, textile machinery and machine tools, take their turn in exhibiting their products in Basle every second year.

1960 is the year for the participation of the *machine tool industry and the production of tools for metal-working*. The presence of this important and always very attractive export group will prove one of the highlights of the approaching Fair and deserves to be carefully noted. The numerous interested visitors who are sure to turn up from all over the world will find an exhibition area of 105,210 sq. ft. devoted to a comprehensive display of those precision products which are the hallmark of the Swiss machine tool industry.

The machine tool group will be supplemented in a manner worthy of their importance by other branches of the machinery industry, i.e. *building machinery, packing machines, machines for the foodstuffs industry* together with an extensive display of *industrial accessories*.

Numerous firms with world-wide reputations will contribute towards an exceptionally important exhibit in the industrial field composed of the products displayed by the widely-ramified and highly developed *electrical industry*. Following on the unique group of exhibitors who last year made a noteworthy con-

tribution in "Mechanical Handling" on rational lines, the newest methods and products of industrial firms engaged in manufacturing *means of conveyance* will arouse the interest of experts even more than has hitherto been the case.

Amongst consumer products it is undoubtedly Swiss watches that prove the great attraction for foreign visitors. The *Swiss Watch Fair*, which with over 160 exhibitors from the watchmaking industry in the narrow sense has long since become the rendezvous where experts regularly forgather, will be carried out in 1960 for the 30th time. The brilliance of this 30th manifestation will be reflected in a similar manner by the more recent, but not by any means less noteworthy, display in the *Jewellery Pavilion* and by other branches of industry affiliated to the watchmaking industry.

The renewed attention being devoted to the European textile markets will not fail to arouse the greatest interest both in Switzerland and abroad in the latest lines of goods produced by the *Textile and Clothing Industry* in a display presented by more than 250 exhibitors and in the special exhibits "Création", "Madame et Monsieur" and the "Knitwear Centre".

The vast range of goods offered by the Swiss Industries Fair is, however, far from being exhausted by these few references. There will be other main groups with numerous subsidiary groups and many interesting export offers comprising arts and crafts and ceramics, office and business requisites, paper, printing, canvassing, footwear and leather goods, furniture, sports goods, games, music, domestic utensils, gas, water, heating, building materials.

Fuller information about the goods displayed by the some 2,300 exhibitors will be found in the Fair Catalogue which will appear about mid-March and will be obtainable from Swiss Embassies, Legations, Consulates, Chambers of Commerce and official Swiss agencies in foreign countries, all of which will be only too pleased to supply prospectuses.

OUR NEXT ISSUE

Our next issue will be published on Thursday, April 14th 1960. We take this opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscription: W. K. Rueger (Leopoldville, Congo Belge), Dr. R. Pfenninger (Basle), T. Bussman, J. Moser, Mrs. J. Jurgens, G. Ferrari, A. Maeder, W. Walter, M. Gedet, M. Merian, J. H. Buechi, Anglo-Swiss Screw Co. Ltd., J. Zimmermann, W. Wagner.

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