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INDUSTRIAL PRODUCTS AT THE SWISS INDUSTRIES FAIR IN BASEL

(15th to 25th April 1961)

In the post-war period attempts were made in various different places to mark the difference between sample fairs in the narrow sense of the term, presenting them as organised markets for consumer goods industries and fairs for industrial products. This differentiation has never managed to become an established feature in Switzerland. Since the very start in the year 1917 the Swiss Industries Fair in Basel, as the large-scale annual springtime fair for industry and trade, has always tended to ensure, alongside of consumer goods, the presentation of industrial products as well. At that time it played a leading part in this connection and has successfully maintained since then the association of a combined presentation of consumer goods and capital products in a common display of national capacity. Today it is possible to state that the position as regards consumer goods and capital goods offered at the Basel Fair is that the amount of exhibition space covered by each category is approximately the same.

Having regard to the international trade fairs of individual industries and the rhythmical trend in development work which, even in the modern speedy industrial progress registered, does not allow consideration to be given annually to a fairly large number of novelties in the industrial field, agreements have been entered into in past years to introduce alternating displays of certain categories of products. These agreements enable the Fair management to attach special importance to the programme of the Fair by changing the display of certain trade groups whereby the special treatment of industrial products from year to year provides a lively and particularly attractive renewal of the general aspect of the entire fair.

At the Swiss Industries Fair 1961 there will be a trade group entitled *Mechanical Handling* which will comprise all those types of important conveyor equipment used in the modern finishing process. The special exhibit dealing with *rational goods conveyance* at the 1959 Fair has already, as the result of its success, levelled the way for the new and more specialised trade group, and it is therefore expected that foreign trade experts will reveal lively interest in this exhibit.

In the same way, the group dealing with *heavy machinery, metallic constructional work and boiler making* at the 1961 Fair will, as it did two years ago, occupy one of the biggest halls. The group covering *woodworking machinery* will once again offer a collective exhibit at the coming fair, seeing that it did not take part in the 1960 fair and, meanwhile, put in an appearance at an important international trade fair in Basel where it proved successful against foreign competition. An additional particularity of the 1961 fair will be the participation of the special group covering *optics and photography*.

OUR NEXT ISSUE

Our next issue will be published on Friday, 10th February 1961. We take this opportunity of thanking the following subscribers for their kind and helpful donations over and above their subscription: R. J. Keller, Mrs. E. Gledhill, Miss E. F. Irvine, Miss J. Wasem, René Marchand, P. Schnetz, Mrs. H. Habersaat, Bruno Frick, J. B. Brutsch, J. E. von Felten, Rev. J. J. Scherrer, Walter Weber, A. Boog, J. Keller, G. Eugesser (Zollikon-Zurich), Ch. Strubin.

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