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THE 46th INDUSTRIES FAIR

At the 46th Swiss Industries Fair from 31st March to 10th April 1962, in Basel, some 2,300 exhibitors will be displaying their products in 21 halls extending over 158,236 square yards of exhibition space. The goods on show will be divided into 27 display groups, of which especially the most important export groups, namely the Watch Fare, textiles, clothing, shoes, machine tools, the heavy machinery and metal industries, electrical engineering and industrial supplies will be of international interest. As the machine-tool and tool industry is represented at Basel only every second year, the display of virtually the complete range of its products at the coming Fair, together with a particularly large number of its latest designs with electronic control, will prove a special attraction this year.

* * *

The ever-increasing exchange of goods between nations can only achieve maximum impetus when accompanied by detailed information about the goods each individual country has to offer. Only when this condition is fulfilled is the customer assured of finding the product which meets his needs best, and which guarantees the best deployment of his productive forces in satisfying the demand for his goods.

This is why the importance of the great Industries Fairs grows year by year. For, as a means of providing the prospective buyer with a survey of a country's industrial production they are far superior to any other medium of information or publicity. Where photos and descriptions necessarily end, the Industries Fair begins, in affording concrete, on-the-spot comparison of the manufactures displayed and the chance to talk to the makers themselves.

The Swiss Industries Fair at Basel is one of the oldest of these institutions. As the industrial showpiece of a highly industrialized country which is intimately connected with the world market, it has long ranked among the foremost events of its kind. No other event provides such a comprehensive insight into the whole range of Swiss manufacturing.



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