

# Business news

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## BUSINESS NEWS

### Swiss Plans for Koyna Hydro-Electric Project in India

Thanks to a development loan of 17.5 million dollars granted by the International Development Association (forming part of the World Bank), India will be able to undertake the second stage in the Koyna hydro-electric development scheme, which will double the present capacity of the network supplying electricity for the heavily industrialized region of Bombay-Poona, which consumes 18% of the total quantity of electricity produced in India. This development project comprises the construction of a 341-foot-high dam and an underground power station, equipped with eight Pelton turbines, the whole being constructed according to the plans drawn up by a Swiss consortium of consulting engineers consisting of C. Zschokke in Geneva and Zurich, Mr. Henri Gicot, in Fribourg, and the General Company for Industry, at Geneva; this consortium will also be responsible for supervising the work.

[O.S.E.C.]

### A Spray Gun without Compressor

The "Champion" spray gun, widely used for several years for spraying paint, is now available with a special fixture for spraying cleaning liquids. This new model makes possible not only the degreasing and cleaning of machinery, but also the rapid removal, with the fabrics still on the loom, of spots and stains made on textiles during weaving and knitting, as well as on ready-to-wear clothing, etc. The "Champion" spray gun is an apparatus invented and made in Switzerland. It contains a small high-speed electro-magnetic pump, which produces the very high pressure required for spraying without any need for an independent compressor, a bottle of compressed air or other accessories, thus making it much simpler, more reliable and less dangerous to use.

[O.S.E.C.]

### Switzerland on the Honour Roll of European Advertising

In Milan, the first European prize for Advertising, introduced this year for the first time, was awarded for the category of daily newspapers to the Trio agency in Lausanne. In other words, in the European Competition, Switzerland came first in the field of advertising creation. Some idea of the importance of this award, founded by the famous Milan publishing house of Rizzoli, can be gained when it is realized that 153 agencies from 7 European countries (Belgium, France, German Federal Republic, Great Britain, Italy, the Netherlands and Switzerland) had entered a total of 1,395 advertisements.

[O.S.E.C.]

### Prices in the Swiss Chemical Industry

In order to put a brake on the present upward trend of prices, the Swiss Chemical Industries Association has succeeded in persuading 66 Swiss chemical firms to agree not to increase the prices this year of the articles they produce and sell on the Swiss market. This agreement covers the prices of medicines, dyestuffs, chemical products for industrial use, soda and chlorinated products, adjuvants for the textile, paper and leather industries, synthetic tannins, flavouring and essences for the foodstuffs industry, chemical fertilizers, insecticides, plastics, linoleum, explosives, glues and cleaning products, as well as a whole host of other chemical and chemico-technical products.

[O.S.E.C.]

### Swiss Industrial Expansion Abroad

The second Brown Boveri factory in Latin America was recently inaugurated at Lima (Peru). The Brown Boveri del Peru S.A. factory, which covers an area of 220,000 square feet and cost approximately S.Fr. 4.5 million to build, will employ some 150 workers to start with and produce mainly control panels, sub-stations and transformers.

In the Netherlands, the Ministry of Trade has announced plans under which the Swiss Company for the Aluminium Industry Ltd. has signed an agreement with the Royal Dutch Furnace Company for the harnessing of the natural gas resources of the Netherlands. The two companies will also build an aluminium factory in the Netherlands designed for an output of 30,000 tons of metal a year, which will at first employ about 400 persons. During the first 20 to 25 years this factory will consume 210 to 280 billion cubic feet of natural gas.

[O.S.E.C.]

### Increase in Consumption of Aluminium in Switzerland

Last year, the consumption of aluminium in Switzerland increased by 13% over the figure for 1961 to amount to some 60,500 metric tons, i.e. approximately 24 lb. per head of the population as opposed to 21.3 lb. the previous year. Switzerland is thus one of the biggest consumers of aluminium in the world. The building trade and the engineering industry are the two industries making the largest use of this metal. These two branches alone account for more than 40% of the total Swiss consumption.

[O.S.E.C.]

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