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NEW INTERNATIONAL MARKETING CENTRE FOR SWISS WATCH INDUSTRY

A new International Centre concerned with marketing activities in connection with the distribution of Swiss watches has been established in Switzerland by the Swiss Federation of Watch Manufacturers and will open in April of 1964.

Its activities — based on modern teaching techniques and the study of actual marketing situations — are specifically designed to contribute knowledge and methods applied to the marketing of quality watches.

The programme will comprise three marketing courses. The first is an executive-level training course in marketing for persons holding or preparing to hold positions of responsibility and for experienced executives from other industries preparing for key posts in the field of watch marketing. The second is designed for experienced executives wishing to broaden their knowledge and understanding of marketing and sales techniques in close connection with the Swiss watch industry. The third course is for sales personnel and sales supervisors and emphasises sales techniques and arguments for the quality watch.

The activities of the Centre are divided into four groups:

- (1) courses by members of the staff;
- (2) seminars, discussion groups and special projects involving student participation;
- (3) lectures by guest speakers who are recognised experts in their fields (university professors, business executives and consultants);
- (4) visits to watch factories and various institutions in relation to the programme.

The Centre, which is referred to as the CFH — short for "Centre International de la Fédération Horlogère Suisse" is accommodated in a building (which was formerly a hotel) in Lausanne on the Lake of Geneva.

FAMOUS SWISS GOLF-COURSE PRESENTED BY AMERICAN COLOUR TV

A television programme entitled "The Marvellous World of Golf" by Shell International Petroleum Co. was presented in colour to some twelve million American and Canadian viewers through the National Broadcasting Corporation, New York, on 8th March 1964.

This programme showed the folklore, history and scenes of eleven different countries. In Switzerland in particular, the filming took place at Crans-sur-Sierre (5,000 feet). This resort in the Valais can boast the largest golf-course of the Alps. Some winter shots were included to show the same area serving as ski-runs. TV viewers could watch American golf champion Bobby Nichols play against Swiss champion Jacky Bonvin — a golf teacher in summer and ski instructor in winter.

During the shooting of the film, in July 1963, glacier pilot Hermann Geiger took two photographers in his plane over Crans.

[S.N.T.O.]