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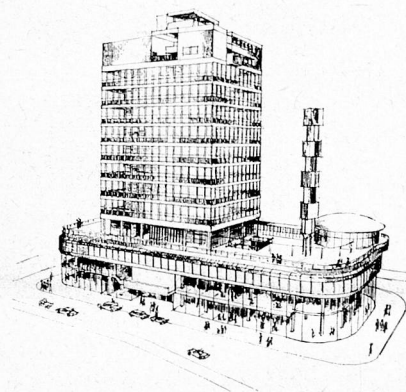
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SWISS CENTRE LONDON

One of the interesting features of the Swiss Centre in London's West End will be the permanent exhibition on the lower ground floor. It represents a cross-section of the Swiss export industry. A number of Swiss specialised firms will show their produce: watches and jewellery, food and provisions, shoes, fashions and textiles, newspapers and periodicals, books and perfumery. There will be an off-licence and a hairdresser. The five eating places and restaurants, all run by the same Swiss catering firm, and typically Swiss, should provide an admirable meeting place in the centre of London. All exhibition rooms, sales and eating places are combined in "Swiss Fair", a market place and shop window for Switzerland.

There will also be a garage in the sub-basement. Outside advertising will not be on the walls in the traditional way, but on a separate slender mast near the "Mushroom" hall.

On my last inspection tour, all this was not yet obvious. But it needed little imagination to see it realised, for construction work is well advanced, and soon individual sections will take a more definite shape.

MM

OUR NEXT ISSUE

The "Swiss Observer" is published every second and fourth Friday of the month. Our next issue will appear on 12th November. We shall be glad to receive reports and articles not later than 3rd November. Short news items only can be accepted later.

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THE CHEMICAL INDUSTRY IN SWITZERLAND

According to a detailed report by Hentsch Bank & Co. in Geneva, the output of the Swiss chemical and pharmaceutical industry in 1964 is estimated to have amounted to 3.2 billion Swiss francs, not counting internal deliveries between the various companies. The output of branches abroad as well as plants with foreign concerns totalled at least 5 billion francs. Swiss production represented 0.7% of the total world production, valued at over 440 billion Swiss francs, taking Swiss subsidiaries abroad into consideration, Switzerland accounted for some 1.75% of world production.

Switzerland's consumption of chemical and pharmaceutical products in 1964 is estimated at 1 billion francs; at the end of last year, there were 428 firms in the branch employing some 2% of the working population. Exports, which represented over one-fifth of Switzerland's total exports, and between 70 and 75% of the home production in the field, brought in 2.3 billion francs. Swiss imports of chemical products amounted to 1.6 billion francs, resulting a balance in Switzerland's favour of 750 million francs.

[O.S.E.C.]

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