

**Zeitschrift:** The Swiss observer : the journal of the Federation of Swiss Societies in the UK

**Herausgeber:** Federation of Swiss Societies in the United Kingdom

**Band:** - (1965)

**Heft:** 1488

**Rubrik:** Our Next Issue

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

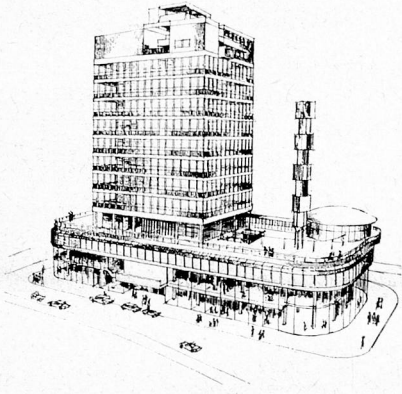
L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 18.03.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**



### 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.

Leading Swiss Forwarding Agent requires for their North of England Office

## Qualified Specialist

#### Requirements:

Practical experience abroad, Knowledge of French and German and Continental Railways Tariffs.

Age: — preferably between 30-40 years.

We offer Interesting Field with excellent prospects. Strictest discretion assured.

Please apply: Box 52, "The Swiss Observer",  
23 Leonard Street, London E.C.2.

### 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.]

### THE PERSONAL TOUCH—that's what counts

*For all travels—by land sea and air*

### let A. GANDON make your reservations

Tickets issued at Station Prices no booking fee

### HOWSHIP TRAVEL AGENCY

188, Uxbridge Road - Shepherds Bush W.12

Telephones: SHE 6268/9 and 1898

