

A visitor from abroad

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A Visitor from Abroad

at the Swiss Office for the Development of Trade

« I have been a subscriber to your very fine periodical *Swiss Textiles* for several years now, and I wanted to take advantage of my being in Switzerland to call on you and — if you have a moment to spare — ask you a few questions about the Swiss Office for the Development of Trade. »

« I shall be delighted to talk with you and will do my best to give any information you may require. Please go on. »

« Well, I have read in *Swiss Textiles*, which I always find so interesting, that your office is at the disposal of all foreigners wishing to contact Swiss firms. As this is precisely my position, I should like to have a little more information on this subject. »

« I shall be only too glad to help you in any way I can. First let me give you a few details of a general nature. Our office, which was founded in 1927, is a central enquiry, documentation and propaganda office, which has as its aim — as you have mentioned — to help in every possible way those foreign firms desirous of contacting and doing business with Swiss firms, and also, by every means, possible, to make Swiss products known throughout the world. »

« It is, I suppose, an official organisation ? »

« Not at all. The Swiss Office for the Development of Trade is, on the contrary, a private association, subsidized by the Swiss Federal Government, the cantons and the towns. It has some 1,700 members, mainly manufacturers, exporters and trade groups. There are two main offices, one in Zurich, Börsenstrasse 10, and the other in Lausanne, Riponne 3. »

« You have told me in broad outline what the main activities of your office are. May we perhaps consider now a few particular points? A moment ago I mentioned *Swiss Textiles*. Does the Swiss Office for the Development of Trade also publish other periodicals of the same kind ? »

« Our office publishes two other export publications: *Swiss Technics*, published in collaboration with the Association of Swiss Machinery Manufacturers and *Swiss Industry and Trade*. These two periodicals, of which here are a few specimen copies, appear, like *Swiss Textiles*, in several languages, but only three times a year (see page 121). Our propaganda department also publishes booklets such as *Switzerland, Land of Peace and Liberty* and *Switzerland and her Industries*. In addition to these, our office issues a weekly newspaper *Informations Économiques*, giving information on the economic situation in different countries, on the regulations governing exchanges of goods and payments, etc. As this is a paper with a large circulation in Swiss export circles, foreigners find it useful for contacting Swiss firms by inserting, for a moderate charge, small advertisements like these you see here for example. »

« I'll make a note of that for, as I told you at the beginning of our talk, I am interested in Swiss production and would like to establish business relations with some of your industries. »

« Our office will also be able to give you the names and addresses of manufacturers in the lines in which you are most interested. By the way, I should like to mention here that all information given to foreign buyers is



generally supplied free of charge, except of course in the case of information requiring complicated and costly research. And, since we are speaking of addresses, I should like to remind you of the *Directory of Swiss Manufacturers*, published by us and which you are already bound to have had an opportunity of looking through in your own country. It contains the addresses of some 7,000 manufacturers, arranged according to commodities, which number about 8,000. »

« Yes, I know it from having consulted it on several occasions at the Swiss Legation, where it is very kindly placed at the disposal of the public. To return to my plans, I would like to say that as I have a very well established sales organisation in my own country, I am thinking of representing some Swiss firms and I shall be grateful if your office could, when the time comes, give me a little help in this matter. »

« Gladly, since one of our departments is responsible for finding reliable agents abroad for Swiss firms who require them. Here is a form which please be kind enough to fill up with as many details as possible and return to us in due course. »

« I shall not fail to do so, and I would like to thank you very much for your very useful information. »

« There is just one more thing I should like to add in order to complete what I have just said. Apart from the activities I have described so briefly, our office also deals with a certain number of other questions as, for example, the organisation of Switzerland's participation at fairs and exhibitions abroad, the supplying of general information on Swiss economy, on trade between other countries and Switzerland, etc. Furthermore — and this is a point likely to be of interest to foreign firms — our office is in a position to conduct Gallup polls on the Swiss market in collaboration with specialized institutions. Here is a folder entitled *What We Can Do For You*, which will show you among other things how the services are divided up between our Zurich and Lausanne offices. You will find it useful when you return home if ever you need to call on our services. »

« I shall take good care of it you may be sure. Well, I'm afraid I must be going. Thank you very much for all your kindness and for giving me so much of your valuable time. I am very grateful for all you have just told me and shall certainly lose no opportunity of making good use of it. Thank you again and good-bye ! »

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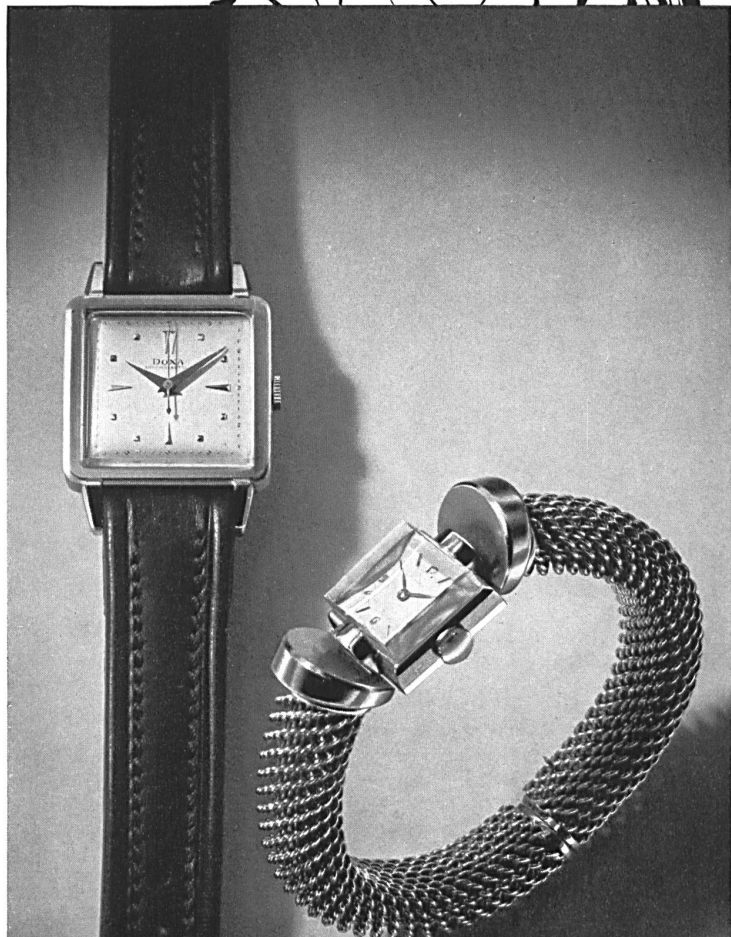
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Manufacture des Montres Doxa S. A.,
Le Locle

Montres — Watches — Relojes — Uhren.

Photo Bauty



Otto Steinmann & Cie S. A., Wohlen

« OSCOSA »
Sacs de dames.
Ladies Handbags.

Bolsas para señoras.
Damenhandtaschen.



Nouveau petit chapeau en tissu « bacouline » jaune piqué blanc, de
 Small hat in yellow « bacouline » fabric, stitched in white, by
 Sombrero de moda en tela « bacouline » amarillo moteado de blanco, de
 Neues Hütchen aus gelbem, weiss pickiertem « Bakouline » - Gewebe vom

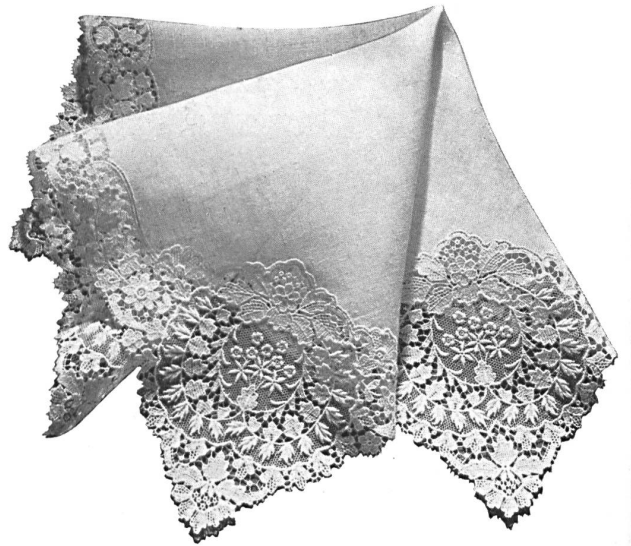
Jacques Isler & Co. S. A., Wohlen

Nouveau petit jockey, garni d'une bande de gros-grain, en tissu « bacouline » noir de
 Small jockey hat, trimmed with a band of gros-grain, in black « bacouline » fabric by
 Gorrita « jockey », adornado con una cinta de gros-grén de tela « bacouline » negra de
 Neues « Jockey »-Hütchen aus schwarzem « Bakouline »-Gewebe von

Jacques Isler & Co. S. A., Wohlen



Modèle E. Baehler Berne S. A., Berne



Walter Stark, St-Gall

- Blouse en Honan brodé.
- Mouchoir orné de fine guipure.
- Col guipure.
- Blouse avec incrustation de dentelle sur tulle.
- Embroidered Honan blouse.
- Handkerchief decorated with fine guipure.
- Guipure collar.
- Blouse with lace insertions on tulle.
- Blusa de Honan bordada.
- Pañuelo adornado con encaje fino de guipur.
- Cuello de encaje de guipur.
- Blusa con incrustación de puntilla sobre tul.
- Bluse aus besticktem Honan.
- Taschentuch mit feiner Guipürestickerei.
- Kragen aus Guipürestickerei.
- Bluse mit eingefassten Tüllspitzen.

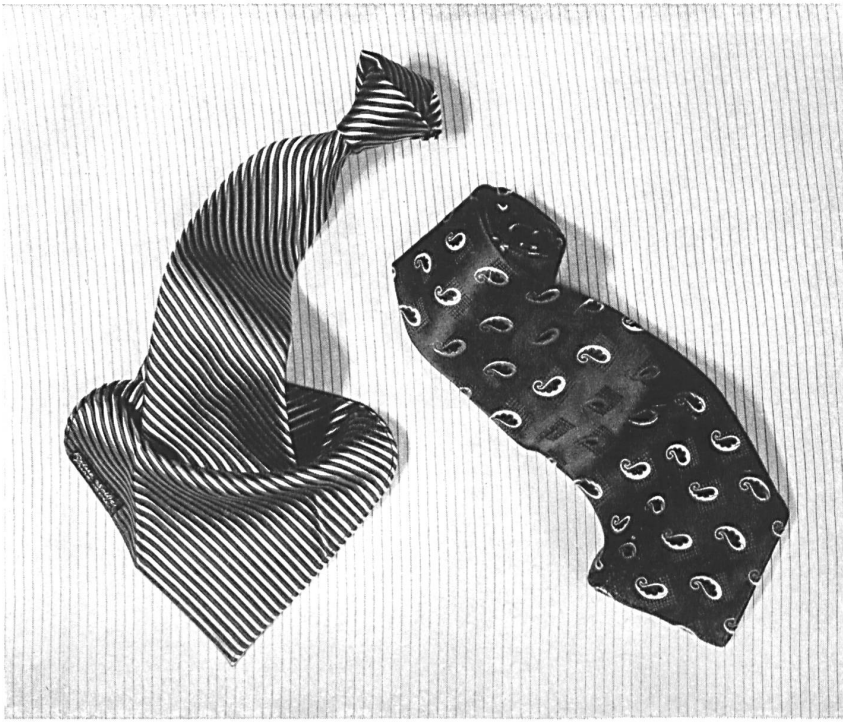




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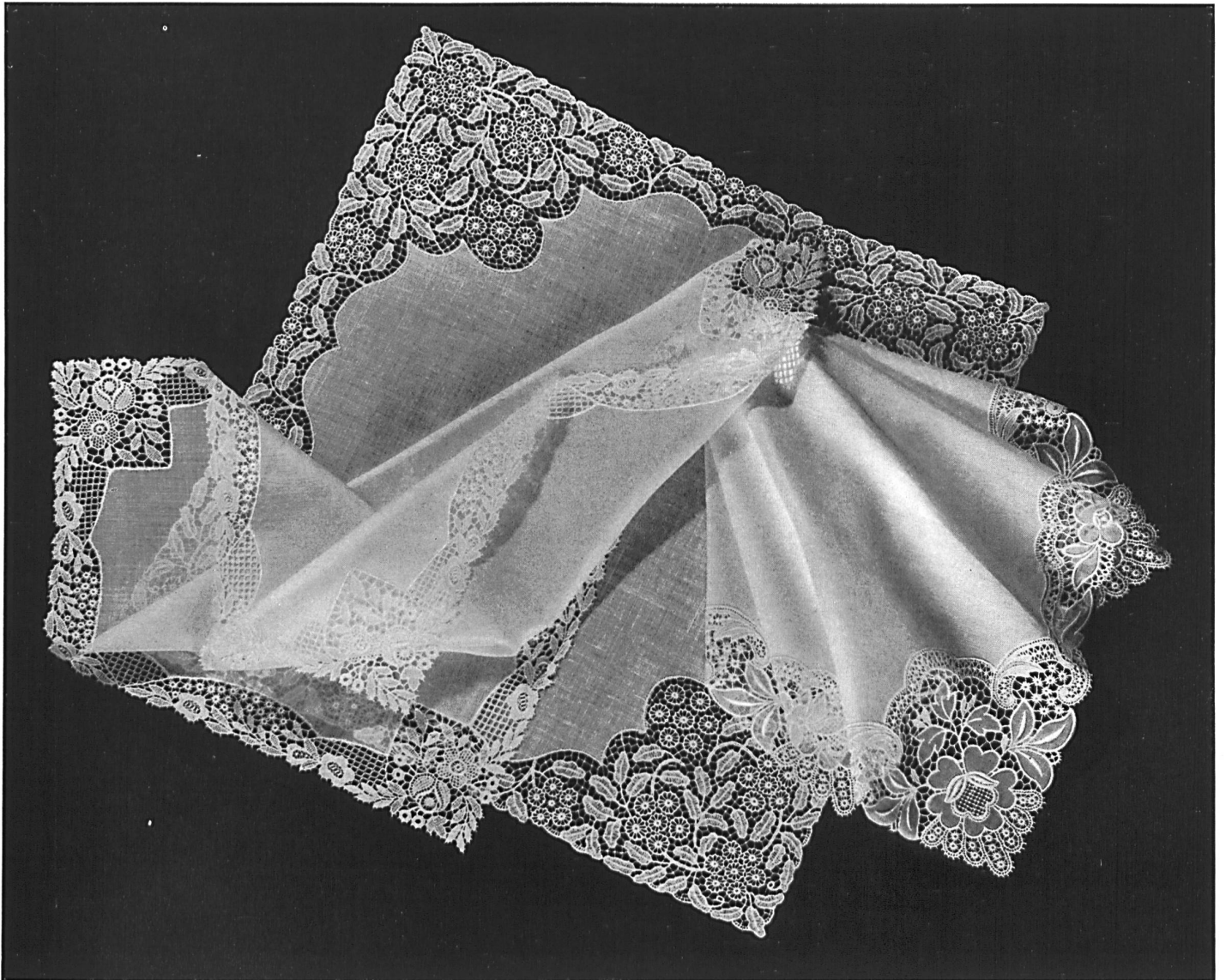
Forster Willi & Cie, St-Gall

Organdi brodé relief et garniture fantaisie.
Relief embroidered organdie with fancy trimming.
Organdí bordado en relieve con adorno fantasía.
Organdi mit Reliefstickerei und Fantasiegarnitur.



Ernst Reinhard, Fabrique de cravates, Zurich

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Jakob Rohner S. A., Rebstein

Photo Schnegg

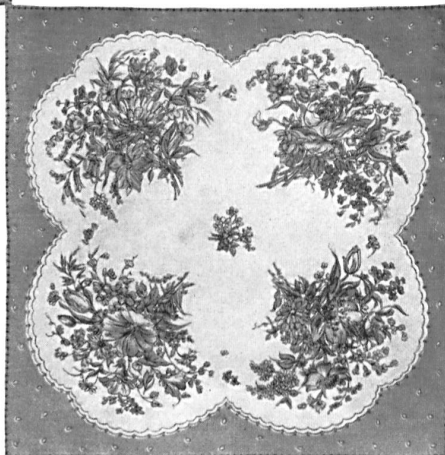
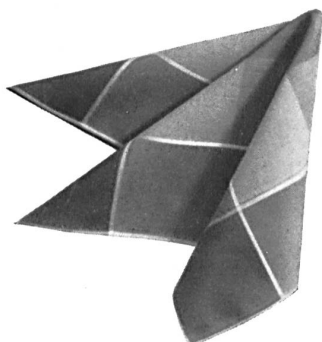
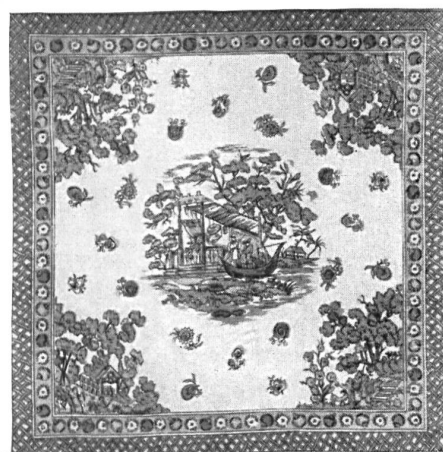
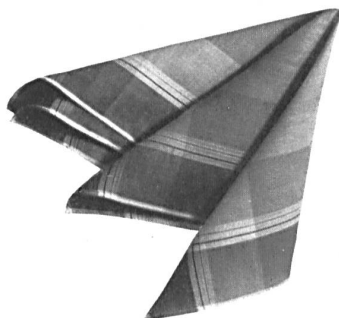
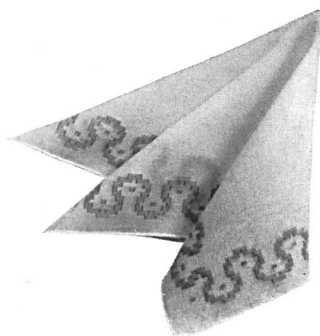
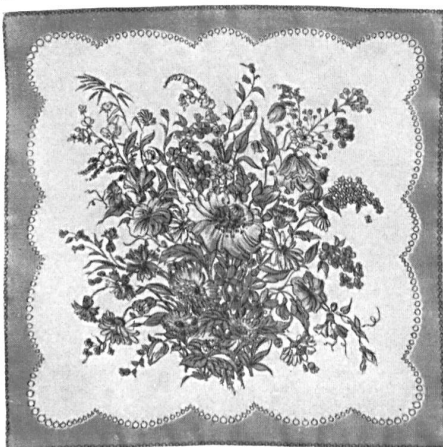
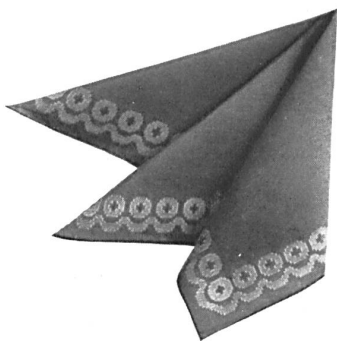
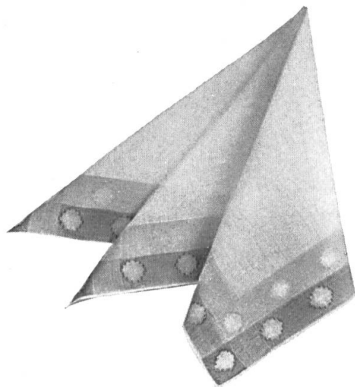
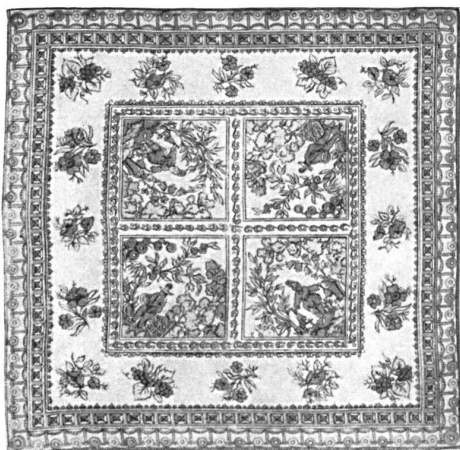
Mouchoirs à bordure de dentelle chimique.
Handkerchiefs with chemical lace border.
Pañuelos con cenefa de encaje químico.
Ätz-Taschentücher.



Photo Droz

S. Kirschner, fabrique de cravates, Zurich

Mouchoirs mode fantaisie, imprimés et tissés en couleurs, pour dames et messieurs.
Fashionable fancy handkerchiefs for ladies and gentlemen, printed or colour woven.
Pañuelos fantasía de moda para señora y caballero, estampados o de textura en colores.
Modische Fantasietaschentücher für Damen und Herren, bedruckt und gewoven.





J. Kreier-Baenziger's Erben, St-Gall

Nouveautés en carrés de soie et mouchoirs pour dames.
Printed novelty silk squares and cotton handkerchiefs.
Novedades en pañoletas de seda pura y pañuelos de algodón para
señora.
Neuheiten in bedruckten Seidencarrés und Damentaschentüchern.

Photo Droz



RBC Soieries S. A., Zurich

Carré twill pure soie, imprimé main, 10 couleurs, roulotté main, dessin de Dubout en exclusivité mondiale.

Pure silk hand-printed twill square, hand-rolled, 10 colours, design by Dubout (world rights reserved).

Pañoleta de twill (tela cruzada) de seda pura estampada a mano en 10 colores, dibujo de Dubout (exclusiva mundial).

Reinseidenes Twill-Vierecktuch, handbedruckt in 10 Farben, handrolliert. Dessin von Dubout (Weltexklusivität).

Photo Bauty

Hautes nouveautés en carrés et écharpes.
Novelties in squares and scarves.

Altas novedades en pañoletas y chales.

Hautes Nouveautés in Vierecktüchern und Echarpen.

C. L. Burgnauer & Cie, Zurich

« ENBE »

Photo Droz

