

Zeitschrift: Swiss textiles [English edition]
Herausgeber: Swiss office for the development of trade
Band: - (1955)
Heft: 1

Artikel: Swiss industries fair
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DOI: <https://doi.org/10.5169/seals-798459>

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Swiss Industries Fair

In keeping with its character as the oldest exporting industry in this country, the textile industry has always been one of the most prominent exhibitors at the Swiss Industries Fair in Basel since the 1st Fair in the year 1917. For the coming Fair, due to take place from 16th to 26th April, 1955, the textile industry will organise its display with a wide range of exhibits covering an exhibition area of more than one tenth of the entire available exhibition area and occupying the first floor of the new building placed in commission in 1954 and housing halls 10-21. This means that the area covered by the textile exhibit will give it a position of particular prominence amongst the 17 professional groups at the Swiss Industries Fair and, in addition, the textile show will be characterized by the ingenuity and attractiveness of its presentation.

This special display of something like 200 exhibitors comprises some of the most important export branches of the textile industry, particularly yarns and piece-goods of cotton and wool, together with knitwear and ready-made clothing. In fact, the clothing industry, which in the last few years was able to achieve the most notable increase in Swiss exports, will again be very well represented at the coming Fair. The numerous individual exhibitors who will be competing with each other in this particular line, will be found in the special exhibit organised by the Export Association of the Swiss Clothing Industry called «Madame-Monsieur» which will be the centre of this year's textile show and which, by virtue of the tasteful presentation of carefully selected products, will throw into relief the high standard of quality to which the export success of this particular branch of production is attributable. This presentation in the «largest shop window in Switzerland», as the annual Basel show of Swiss industries has often been called in the foreign press, will certainly result for this important export group in an additional impetus owing to the fact that this manner of displaying a wide range of goods, which enables them to be examined and appreciated in such a favourable fashion, offers particular advantages to buyers in general.

On behalf of the exhibitors and the management of the Fair I have much pleasure in extending to all those professionally interested in the textile trade a cordial invitation to visit the Swiss Industries Fair 1955. It is my sincere wish for all those visiting the Fair that their stay in Basel will be both pleasant and profitable, and I assure them that they will be heartily welcome in our midst.

H. Hauswirth

Swiss Industries Fair
H. Hauswirth
Director



Basel

April 1955

16th - 26th

