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43rd SWISS INDUSTRIES FAIR.

Basle, 11th to 21st April 1959.

In the days of the predominance of agriculture, the autumn was the time for large markets and fairs. The industrial developments, which caused economic events to be separated from the natural rhythm of the seasons, produced a change in this respect as well, and the most important industries fairs on the European Continent nowadays take place in the spring. Thus, 1959 will also offer opportunities to visit fairs at the nicest time of the year, *e.g.* the Fairs in Lyons, Basle, Milan, Utrecht, Hanover and Brussels, all within a few weeks, and a visit to these fairs will enable buyers to obtain an excellent idea of the goods offered by the most important industrial countries in Europe. Buyers from overseas will particularly appreciate this possibility.

It is no coincidence that the Swiss Industries Fair in Basle is one of the large European Fairs taking place in the spring. Switzerland has long been a clearly-defined conception throughout the world. Alongside of its political and cultural achievements, it is mainly the highly-developed products of its industry which have received world-wide recognition. It is a well known fact that Switzerland is closely bound up with all the markets of the world both as a purchaser and a supplier. Foreign trade is one of the most important pillars of our economy. Per head of population, our export trade occupies the second place in Europe and amongst the nations of the world. To maintain this high level of exports, our country, poor as it is in raw materials has to devote its efforts unremittingly to research and technical progress, and to well thought-out specialisation in all lines of production.

Shopwindow of Swiss Industry. Since its foundation in 1916 the Swiss Industries Fair in Basle has been concentrating its efforts on presenting an annual picture of the continuous development of progress in the various branches of industry.

During the 11 days of the Industries Fair, from 11th to 21st April 1959, visitors will once again be able to obtain tangible evidence, in the ancient Rhine city, where trade and culture are both very much at home, of how varied Swiss activity really is, and how important is her contribution in her trade with all countries of the world to the promotion of international prosperity.

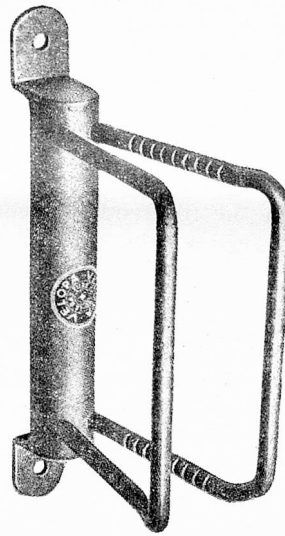
Those interested in trade with Switzerland will find it to their advantage to visit the industries in their line at the important annual Fair in Basle. There is no better opportunity of obtaining an excellent idea of the range of Swiss products offered.

2300 exhibitors — 1,382,100 sq. ft. of exhibition space. The entire exhibition area covers 1,382,098 sq. ft. of which 176,530 sq. ft. are in the open and the remaining 1,205,568 sq. ft. under cover in 21 halls.

2,300 exhibitors from the various industries and crafts present their latest lines of goods in 17 trade groups and numerous subsidiary groups, all marshalled in a manner to give the clearest view of the goods shown.

The 17 trade groups. As presented in the columns of the official catalogue which, by the way, is a most valuable directory obtainable two or three weeks in advance from most of the foreign representatives of the Fair, the 17 trade groups are as follows:

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Export industries in the forefront. The official sequence of the exhibits is more a reflection of the historical development of the Fair than a reference to the present importance of the individual trade groups because, since the second world war, it is the export industries which are really in the forefront.

Some 160 watch manufacturers take part in the Watch Fair and they are responsible for approx. three-quarters of the entire Swiss production of watches. Seeing that roughly one half of all pocket and wristlet watches in the world are produced in Switzerland and approx. 80% of all watches in international trade come from Switzerland, it is easily understandable that the Swiss watch fair in Basle long ago became the popular buying centre for those in the watch trade.

The textile industry, which is the oldest export industry in Switzerland, and the clothing industry, closely connected therewith and which in the last few years was able to register a successful increase on the export side, are regularly represented at the Swiss Industries Fair with an outstanding display. The top-line products of the two industries are thrown into particular relief by the two special exhibits "Création" and "Madame-Monsieur".

Although Switzerland has no sources of energy of her own other than hydraulic power, the Swiss electrical industry is very highly developed and long ago acquired a world-wide reputation. The goods displayed by this industry cover all aspects, from the generation of current and its distribution to the many-sided uses of electric current in industry, crafts, and in the home, and its application to the transmission of news and electronic work.

In the machinery halls in 1959 world-famous manufacturers of heavy machinery and the groups covering engineering and boilermaking will be particularly well represented. In addition, maintaining the tradition of former years, manufacturers of wood-working machinery will offer an excellent display of the extensive range of their products.

The group covering industrial requisites includes, alongside of technical accessories and industrial equipment of all kinds, the subsidiary groups welding equipment, air-conditioning, factory equipment, foundry products, aluminium and non-ferrous metals. This group also takes into consideration new lines of products of considerable importance such as plastics, optical and photographic goods, medicinal and dental equipment.

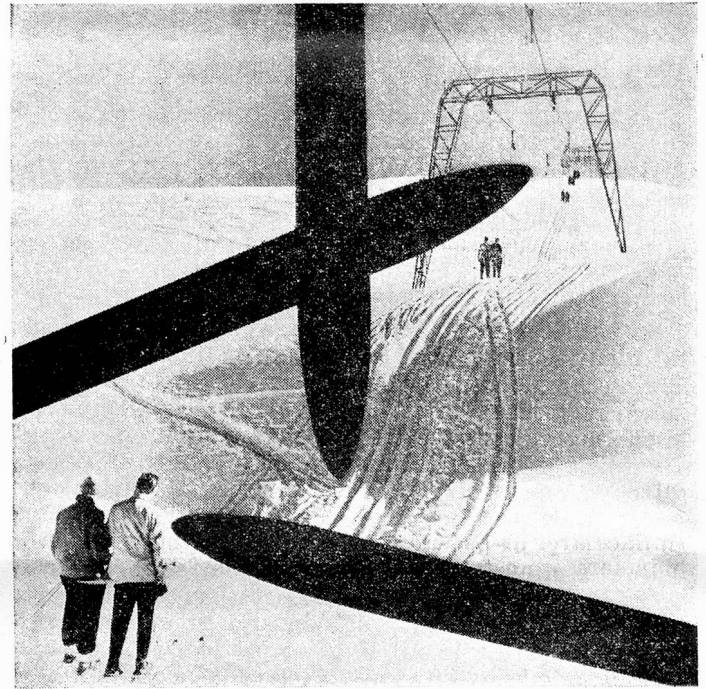
The transport group is also of great general interest. In 1959 there will be a comprehensive special display devoted to questions of rational mechanical handling, both inside and outside factories and this display will certainly arouse considerable attention far beyond the frontiers of Switzerland.

Visitors from 93 different countries. It is therefore not surprising that the very extensive display of goods exercises each year a very strong attraction on buyers. The Swiss Industries Fair is visited regularly

by over 700,000 people. In 1958 the entire number registered was 760,000 and it is conservatively estimated that at least 30,000 of them came from other countries. Foreign buyers from 93 different countries were recorded by the Official Foreign Visitors Office.

Don't you think that the 1959 Swiss Industries Fair, with its display of high quality products, will also offer you personally many advantages?

O.S.S.E.C.



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Switzerland