

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: - (1964)
Heft: 1446

Artikel: Expo 1964
Autor: S.N.T.O.
DOI: <https://doi.org/10.5169/seals-687480>

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: 01.04.2025

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

With the outbreak of the Second World War the position underwent a radical change which affected the different products in various ways. As a result of increased scope for application the demand for raw aluminium by Swiss processing industries grew, with the result that less was available for export. Whereas until 1939 virgin aluminium accounted for the bulk of aluminium exported, the trend in exports since then has come to rest more heavily on semi-manufactured products, about a seventh of the output now being earmarked for foreign markets. The finished product and foil industries also export a large part of their production. The following table shows the development of exports of virgin aluminium, aluminium alloys, semi-manufactured and finished aluminium products and aluminium foils since the end of the Second World War:

	Virgin aluminium		Aluminium alloys		Semi-manufactured aluminium products		Finished aluminium products and foils	
	tons	million Francs	tons	million Francs	tons	million Francs	tons	million Francs
1946	402	0.8	401	0.6	3,707	13.5	2,540	19.2
1950	9,563	14.5	2,475	3.2	3,157	10.2	3,678	18.9
1955	4,596	8.7	2,667	4.8	4,085	16.3	7,453	45.5
1960	7,459	18.0			9,060	36.1	9,324	60.6
1962	8,562	21.3			7,057	30.6	10,137	66.8

During this period the virgin aluminium and aluminium alloys produced in Switzerland were exported mainly to the Benelux countries, Scandinavia, the Federal Republic of Germany, Great Britain, Italy, Spain, Austria and the United States, as well as to some of the South American states. Because of their high standard of quality Swiss semi-manufactured and finished aluminium products are in high demand abroad. The geographical distribution of exports presents the following picture:

Semi-manufactured exports

	Europe	Africa	Asia	North America	Central & South America	Austral- asia	Misc.
	tons	tons	tons	tons	tons	tons	tons
1950	2,566.4	9.6	184.8	18.6	371.5	6.0	
1955	3,357.8	63.4	267.5	255.9	140.1	0.1	
1960	6,751.8	921.9	121.7	680.1	561.8	6.4	16.5
1962	5,119.3	1,171.7	216.4	304.1	214.2	4.5	27.0

Exports of finished products and foils

(Tariff items: 7604.10/31, 7605/07-16, 8214.20, 8215.20, 8301.10, 8306.20, 8313.20, 8314.10 and 8417.20-26)

	Europe	Africa	Asia	North America	Central & South America	Austral- asia	Misc.
	tons	tons	tons	tons	tons	tons	tons
1950	2,065.2	247.7	815.5	136.0	413.1	0.4	
1955	4,531.0	701.7	1,061.1	473.8	626.3	59.2	
1960	5,732.0	369.3	770.0	966.6	1,030.7	410.5	45.3
1962	6,190.0	858.3	743.1	1,332.1	828.7	133.6	51.2

The industrialisation encouraged by the Second World War brought about remarkable structural changes in the export markets. Countries which had previously imported aluminium products from Switzerland started to set up their own production facilities. However, because the prices for Swiss aluminium could be kept remarkably stable despite rising wages and raw material costs, and also because semi-manufacturing factories were quick to adapt

themselves, Swiss semi-manufactured and finished products were still able to retain their share of overseas markets in the face of powerful foreign competition.

(From "Swiss Industry and Trade", September 1963.)

EXPO 1964

The press was recently asked to attend the showing near Zurich of the "total" camera, the first of its kind in the world. With its fifty-seven objectives, this new device looks like an oversized porcupine. Affixed to a special pylon, the camera shoots not only the entire surrounding scenery but also the sky above. This panorama or ball camera was developed and put to action upon the initiative of the Swiss National Tourist Office for the purpose of taking "total" photographs of Swiss landscapes famed for their scenic beauties. The true-to-life colour reproductions are to be shown at the forthcoming Swiss National Exhibition in Lausanne (30th April to 31st October, 1964). They will be projected from outside on a hemispheric structure of sixty feet in diameter above a special podium for the spectators. In this novel Holiday Pavilion which promises to be a major attraction at the "Expo 64" visitors will be entertained by a rich programme of panoramic views and appropriate artistic sketches.

[S.N.T.O.]

ADMISSION — WITHOUT SHOES ONLY!

A bright Sunday in October produced the colourful background for the festive inauguration in St. Gall of the completely renovated "Waaghaus", the town hall formerly known as "Kaufhaus". The stately building with its typical gable roof dates back to 1581 and is one of the very few historic buildings which survived industrial expansion of the Swiss textile metropolis in the nineteenth century. Thousands came to see the building gaily decorated with flags and waited patiently to be admitted. Inside, high heels were taboo and gallant policemen helped the ladies put on protective overshoes. The public proved very understanding, and long rows of "parked" shoes like outside a Buddhist temple are quite a common sight while visitors in stocking feet pay tribute to the lovely parquet floors.

[S.N.T.O.]

STUNZI SILKS LIMITED

Manufacturers, Importers and Exporters of
Fashion Fabrics require

ASSISTANT to Chief of our EXPORT DEPT.
Applicant must have full command of German, besides English and knowledge of typing, and if possible some textile background. Position offers plenty of scope and includes Continental Selling journeys. Only applicants considered who are willing to make their career in this country. Write, giving full particulars, to the Managing Director, Stunzi Silks Ltd., Portland House, 4, Gt. Portland Street, London W.1.