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sudden American invasion on the Scandinavian buyers' market, unexpected long rainfalls in the Canadian forests which made timber-cutting unattractive, Italian unwillingness to pay fantastic prices for the Scandinavian raw material, delays in delivery, increased costs of production due to higher costs of power (oil and electricity) and several more. It has, incidentally, been calculated that the average Swiss uses 156 kilos of paper per head per annum, but the average American gets through 280 kilos. Of course, much could be done in Switzerland to economise: so much paper is being wasted in shops where products which are already wrapped get wrapped again before being handed over to the customer.

One well-known Swiss book publisher — Scherz — is planning to bring out 100,000 copies of Solzhenitsyn's best-seller *Archipelago Gulag*. In order to do this it has, according to a published report, been necessary to borrow paper from other publishers. At the same time it has become unavoidable to review the arranged book publication programme for the autumn and to cancel or postpone publication of several books, some of which had not only been accepted but even commissioned by the publishers.

After the oil crisis the world is thus now confronted with a paper and newsprint crisis. And as a regular contributor to the *Swiss Observer* in London I cannot help wondering whether the Colony's organ has also been affected in this respect and how much longer it can continue as at present before being forced to increase the subscription once again. In the past when subscription had to be raised, I have usually been asked to explain this necessity to the readers. Next time such an increase would be self-explanatory to the readers of this "Letter from Switzerland".

Gottfried Keller

#### PUBLISHERS NOTE:

Referring to the final paragraph of the above "Letter from Switzerland", kindly contributed by Mr. Gottfried Keller, the Publishers are very grateful to Mr. Keller for having mentioned the points he has made. We endorse entirely the problems, which are very real and in fact are even more intense than those written of, in that not only is there a chronic paper crisis but as in common with every other industry labour costs have risen sharply since the present subscription rates were put into effect. However, it is the Publisher's wish that the rates should not be increased, unless for economic reasons it becomes a real necessity. We have to try to cover increases in costs by additional advertising and increased distribution. Perhaps some of our readers could help us in this field by introducing new subscribers, or interesting some concerns in advertising. The Publishers would assure readers that it is the intention to preserve the *Swiss Observer* as a medium

for the dissemination of articles and items of interest to the Swiss Colony in the U.K., and not to become purely a vehicle for advertising, but at the same time one has to face up to economic facts. We operate on a very tight margin and every endeavour is made to keep overheads down to the very minimum, the profit

motive is not a prime consideration in this concern, what is foremost is the service we can offer to the Swiss Colony. We are extremely grateful to those of our readers who have found it convenient to make donations to the cost of running the paper, without these life would be very difficult.

# technical items

## SWISS CONSUMER EXPENDITURE IN 1973

According to the official estimates available, consumer expenditure in Switzerland totalled 89.7 billion francs in 1973, of which 74.26 billion was accounted for by the private consumption of goods and services and 15.01 billion francs by the consumption of the public authorities. With regard to real private consumption, the rate of growth fell from 5.7% in 1972 to 4.5% last year; services however were less affected by this falling off than consumer goods. The real rate of growth of public consumption, on the other hand, has remained practically unchanged (4.5 and 4.4% respectively). Nearly half of the figure for public consumption is accounted for by wages and salaries.

## INCOME TAX IN SWITZERLAND

Switzerland is one of the countries in which the part played by income tax in the overall fiscal revenue is the biggest. According to the most recent O.E.C.D. statistics, 41.0% of Switzerland's total fiscal revenue (including social insurance taxes) in 1971 came from income tax and tax on profits. Of all European countries belonging to O.E.C.D., the proportion of these taxes was higher only in Denmark (48.2%), Sweden (46.8%), Finland (43.0%) and Luxemburg (41.9%). Great Britain was on a par with Switzerland. On the other hand, the proportion of income tax and tax on profits in the total fiscal revenue was much lower in all European countries: Netherlands (34.2%), Belgium (32.8%), West Germany (31.3%), Norway (29.4%), Eire (29.1%), Austria (26.0%), Portugal (24.3%), Spain (20.8%), Italy (18.6%), France (15.9%) and Greece (14.1%).

## Preference for the big cities and higher-class hotels

Japanese tourists choose to spend the night mostly in hotels close to airports. Two-thirds of the overnight stops made by Japanese visitors in 1972 were spent in the big cities (more than half in Geneva and Zurich), one-sixth near the lakes and only a tenth actually in the mountains.

The average length of time Japanese visitors spent in Switzerland in 1972 was

nearly two nights per arrival, which is extremely short. This is because the Japanese generally visit Switzerland while touring Europe. Vacations in the mountain resorts, which would last a longer time, are still quite a rare occurrence.

There are no figures available for how much Switzerland earns from visits by Japanese tourists. From surveys by the US Department of Commerce into the amount spent by Americans in Switzerland and taking into account the proportion of bookings in hotels of the various price ranges, it would appear that in 1970 Japanese visitors spent between Sw.fr.40 and 50 million in Switzerland.

Japanese visitors clearly prefer the high-class hotels. In 1972, for instance, the hotels in the highest price bracket recorded about 53% of the night stops made by Japanese tourists and 22% of the total figure for foreign guests in general. It is evident, however, that in terms of the total number of foreign visitors, the proportion of Japanese staying in the higher-class hotels is on a slow downward trend; there is an increased tendency towards lower-priced accommodation.

## SWITZERLAND, THE WORLD'S BIGGEST PRODUCER OF WATCHES

In 1973, world proportion of watches and movements amounted to 215.6 million items, i.e. 10% more than the previous year (195.6 million items). The European watch industry alone — Switzerland, West Germany, France, Great Britain and Italy — manufactured 117.7 million watches and movements, which represents nearly 55% of the total world production. West Germany recorded the largest growth (+11.6%), followed by France (+9.9%), Great Britain (+8.4%) and Switzerland (+7.8%). In actual figures however it is Switzerland that had by far the largest growth (over 6 million watches and movements more than in 1972). The remaining Big Three of watchmaking — Japan, USSR and the United States — also increased their production of watches and movements, but to a lesser extent. Together they manufactured 77.4 million items, a figure corresponding to roughly 36% of world production. With a volume of 84.3 million watches and movements, nearly 40% of the world

output, the Swiss watch industry continued to out-distance its main competitors; its production remained, in fact, far greater than the combined outputs of Japan, the USSR and the United States. World exports of watches and movements increased by 8.6% to total 124.9 million items. The part played by the European watch industry – Switzerland, West Germany, France, Great Britain and Italy – in total world exports amounted to 76% with 94.8 million watches and movements exported. Switzerland's contribution has obviously been decisive, since it accounted for 86% of the total exports of European producers. By delivering 81.8 million watches and movements abroad, the Swiss watch industry has kept its leading position, accounting for over 65% of the total world exports of watches and movements. Japan, for its part – the second biggest producing and exporting country – contributed only 13% to the total figure (16.4 million items).

#### ILMAC 74 in Basle

The 6th International Exhibition of Laboratory and Measuring Equipment, Chemical Engineering and Chemical Automation (ILMAC) is to be held from

10th to 14th September, 1974, in Basle, the city for fairs in the heart of Europe and the centre of the Swiss chemical industry. Since its creation in 1959, ILMAC has become one of the most important events in the field of chemicals and laboratory equipment in the world; over 600 manufacturers from 17 countries displayed their products at the last exhibition. Trade visitors to ILMAC 74 will have an opportunity of seeing the latest achievements in the way of instruments and equipment for laboratories, chemical research centres and the chemical industry in general. The 4th Swiss Chemical Convention, organized by the Swiss Chemical Scientists' Association, will take place during the exhibition.

#### European Watch, Clock and Jewellery Fair

The second European Watch, Clock and Jewellery Fair, which is to be held in Basle from 30th March to 8th April, 1974, as a feature of the annual Swiss Industries Fair, will display the products of over 850 watch and jewellery manufacturers from 11 countries. The halls reserved for watches, clocks and jewellery, which are specially arranged for

these branches, now offer an increased display area of some 550,000 sq.ft. At the first European Watch, Clock and Jewellery Fair, held in Basle in 1973, there were 712 exhibitors from 10 countries, in halls covering an area of 440,000 sq.ft. The exhibitors taking part in next year's fair will be divided as follows between the various trade groups: 414 watch and clock manufacturers, 311 jewellery manufacturers and 126 firms representing related branches. In 1973 the Watch Fair at the Swiss Industries Fair in Basle was also open for the first time to manufacturers from EEC and EFTA countries. As a result of this international participation, the number of watch exhibitors doubled, while that of jewellers rose from less than 20 to almost 240. The growth in the jewellery sector will continue this time, since there will be 72 more exhibitors and the area will be increased by some 18,000 sq.ft. The exhibits will include watches, clocks and jewels of all kinds: mechanical and electronic wrist-watches, ornamental clocks, industrial timing installations, control devices.

#### Success of Expo Suiça in Brazil

Expo Suiça, the biggest industrial exhibition ever staged abroad by Switzerland, was held in Sao Paulo from 22nd November to 2nd December, 1973; it was organised by the Swiss Office for the Development of Trade (SODT). The vast majority of the 225 exhibitors stated that they were fully satisfied with the results of the fair. Even though it is difficult to estimate the exact concrete and long-term impact of such an event, it is possible to announce already that the sales achieved by Swiss firms during the 10 days of the exhibition totalled between Sw.fr.50 and 80 million in value. Expo Suiça, about two-thirds of whose exhibition space was occupied by the machinery sector, was aimed not so much at the general public but mainly at specialists, i.e. the technical and commercial cadres of Brazilian industry. Even so, over 80,000 visitors were recorded.

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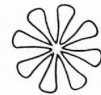
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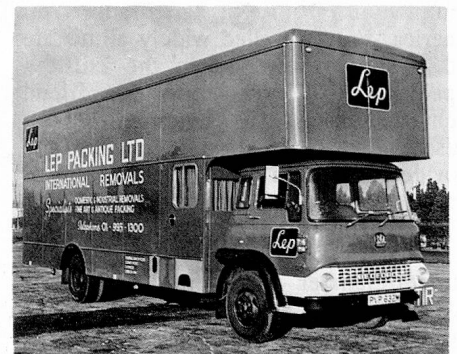
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