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# Montreux's Golden Rose

The television contest for the "Golden Rose of Montreux" will be held from 8th to 14th May, 1977, for the seventeenth time. So far 31 television organisations have announced their participation, 22 of them from Europe and North America and nine from South America, Africa, Asia and Australia.

The International Jury will be chaired by Jacques Landry, Deputy Director-General of the French-language Canadian broadcasting organisation, Société Radio-Canada, Montreal.

The Chairman of the Press Jury will be Thomas Smeets, radio and television critic of the Dutch newspaper *De Gelderlander Pers*, Nijmegen.

The contest is open to all organisations which operate a national television service. Eligible for the

competition are variety shows, light entertainment with scenario, programmes of songs, light music, jazz and pop music shows and personality shows.

The International Jury awards three Roses (the Golden Rose with a cash prize of 10,000 Swiss francs, the Silver Rose and the Bronze Rose) and the Special Prize of the City of Montreux for the funniest entry. The Press Prize is awarded by a separate jury of journalists.

The aim of the "Golden Rose of Montreux" contest is to promote knowledge of light entertainment programmes and encourage original works. It is organised by the Swiss Broadcasting Corporation (S.B.C.) and the City of Montreux and is under the patronage of the European Broadcasting Union (E.B.U.).

as before. This year an unusually large number of new exhibitors have also registered. Although the work of place location has already begun, the organisers are still receiving applications from additional participants who wish to receive consideration.

## FOUR GUESTS OF HONOUR AT THE LAUSANNE NATIONAL FAIR

The 58th Swiss Comptoir, or Lausanne National Fair, will be held at the Palais de Beaulieu in Lausanne from 10th to 25th September, 1977. Once again it will give some 2,500 exhibitors an opportunity of presenting the products of Switzerland's industry, agriculture and craftwork to the public. In addition, as has now become traditional, it will also act as host to the displays of its official guests of honour, which will be four in number this year: Saudi Arabia, Thailand and Nigeria — three foreign countries in which the Swiss economy takes particular interest — and the Grand Delta, a large region of Switzerland's neighbour France.

Saudi Arabia's official pavilion — this is the first time that this country has exhibited in Europe — will be devoted mainly to oil, the petro-chemical industries, and the mining products of a subsoil rich in precious metals; but it will also present Mecca, the capital of Islam and guardian of the religious and cultural traditions of the Arab world.

Thailand, for its part, will be presenting not only its economy, with a general exhibition in which the emphasis will be placed on craftwork, but also its culture, with performances by musicians and dancers, as well as gastronomic specialities served in a typical Thai restaurant.

The Nigerian pavilion will present the resources of this country, which is the leading oil producer in Black Africa and whose subsoil is extremely rich in ore deposits, as well as its food products and its craftwork.

The Swiss Comptoir's fourth guest of honour is the Grand Delta, the triangle formed by the southern basin of the Rhône, extending from Lyons to the frontiers of Italy and Spain, with its "centre of gravity" at Marseilles and the new port of Fos.

# Fairs and Exhibitions

The 61st Swiss Industries Fair, which will be held in Basle from 16th to 25th April, 1977, the Fair organisation will begin its seventh decade of successful activity in the service of the economy.

It will again present a wide range of consumer goods and services. A further step has also been made in opening the Fair for foreign exhibitors: besides the participation of 15 foreign tourist offices, a number of foreign countries, namely China, Czechoslovakia, Finland, Yugoslavia, Poland and the U.S.S.R., will present themselves to the Swiss and European market as trading partners. Many special shows and topical exhibitions will again make the Spring Fair a forum of ideas, products and services which is of even greater significance at the present time.

The 5th European Watch, Clock and Jewellery Fair, again the world's most important fair in its field, will again be held simultaneously with the Spring Fair. This year it will be particularly characterised by technical developments in the clock and watch sector.

The second Trade Fair and Information Show for the Relationship between Man and Animals, *Animals and Man*, will be held from 14th to 22nd May, 1977. The information this fair offers to all those in any way concerned with animals will be expanded through a still clearer division into areas of emphasis.

*Swisspack 77*, the 4th International Packaging Exhibition, which will be held from 24th to 27th May, 1977, will not only provide a comprehensive survey of the field of packaging, but will also give a practical insight into a production and packaging line and provide information on all important aspects by means of an information centre.

*Pro Aqua Pro Vita*, 7th International Exhibition for Sanitary Engineering, Water, Sewage, Refuse, Air, Noise, an event devoted to a subject of the highest topical importance, will be held from 14th to 18th June, 1977. This oldest exhibition for all areas of environmental technology, which is sponsored by the principle Swiss organisations in its fields and attracts visitors and exhibitors from many countries, will be accompanied by a variety of technical meetings and conferences.

The Basle fairs in the first half of 1977 will conclude with *Art 8 '77*, 8th International Art Fair for 20th Century Art, which will be held from 16th to 21st June, 1977. For a period of six days art will transform the Rotunda building of the Swiss Industries Fair into a forum of contemporary art. Not only for collectors and dealers, but also for lovers of modern art, it thus provides a unique opportunity to become acquainted with the latest trends and developments in the art world. This year the annual special exhibition on current art developments in a particular country will be devoted to Western Germany.

## LIVELY INTEREST IN IGEHO 77

The 7th International Exhibition for Industrial and Institutional Catering, Hotels and Restaurants, IGEHO 77, which will again be held in the halls of the Swiss Industries Fair from 17th to 23rd November, 1977, is meeting with lively interest among its target public.

With few exceptions, all the exhibitors at IGEHO 75 have registered for the 1977 exhibition, and most of them also wish to keep the same placing

## Switzerland endorses treaty

On 9th March the Swiss Ambassadors in London, Moscow and Washington deposited the instruments of ratification concerning the treaty of non-proliferation of nuclear arms of 1st July, 1968. The treaty, which Switzerland signed on 27th November, 1969, came into force on 5th March, 1970. There are currently over 100 signatories.

## New traffic regulations

On 1 January, 1977, the following new traffic regulations came into force:

- Driving with side-lights only is no longer permitted. The use of headlights, dipped headlights or twin fog-lights is compulsory (dipped headlights in tunnels).
- Drivers of motor cycles and mopeds must use the dipped headlight during daylight.
- Warning lights (all four indicators) may only be used to complement the warning triangle or when being towed as a result of a breakdown on motorways and major trunk roads.
- Cyclists and motor cyclists may only overtake a moving traffic queue on its right if there is adequate space; the driving in and out of car queues is prohibited.
- Cyclists and motor cyclists must not normally drive alongside each other except when driving in "closed formation" on sufficiently wide roads.

The provisional speed limits in force since January, 1973, are now definitive:

Motorways — 130 km = 80 m.p.h.  
Outside built-up areas — 100 km = 62 m.p.h.  
Built-up areas — 60 km = 37 m.p.h.

## SWISS KNOWHOW FOR IRAQ

Alesa, Alusuisse Engineering Co. Ltd. of Zürich has been awarded a contract valued at 40 million francs for engineering services and the supply of equipment for a big Iraqi project. This contract is the result of a recent agreement signed with the Belgian firm Sybetra Co. Ltd. (Belgian Association of Firms Abroad) for the construction of an industrial plant for the production of phosphorus fertilizers in Iraq. The cost of the scheme totals some 2 billion Swiss francs. Alusuisse will supply the plant needed for an annual output of 11,000 tonnes of aluminium fluoride and 6,400 tonnes of cryolite.

## SWISS FIRM WINS BIG CONTRACTS

Like the whole Swiss building industry, metal construction firms are at present suffering from a big surplus capacity of production for the size of the home market; it is estimated that, at present, the home market can only absorb 50% of this industry's capacity and that the situation could grow even worse during the next few years. Firms in this branch therefore are turning more and more towards exports; a successful example of this policy has been given by Zwahlen & Mayr Co. Ltd. at Aigle, which last year succeeded in winning a number of big contracts abroad, in particular in Morocco (frameworks for new factories), in West Germany (hangars for Frankfurt airport), in Gabon (hotel complex) and in Iraq.

## NEW QUARTZ CALIBRE

A watch factory at Le Locle (Neuchâtel-Switzerland) recently presented a new analogical display quartz calibre to over 300 watch retailers from different Swiss towns. Entirely Swiss made, the "2030 calibre" can operate for three years on the same battery, thanks to a low consumption circuit and the use of a mercury battery. In addition, setting the time and seconds is simplified to the extreme. Watches equipped with this new calibre — there are at present over 10 models — are aimed primarily at the clientele of specialised watch stores and jewellers, and their price is competitive in the top quality ranges.

## Books balanced

Switzerland must be one of the few countries in the industrial world to make a surplus in its commercial dealings with Arab petrol producing countries. Statistics just released show that last year Switzerland sold 517 million francs more than it bought from four major producers: Saudi Arabia, Dubai, Algeria and Libya.

The previous year, the Swiss trade balance had been in deficit by 1,119 million francs. The new situation is the result of a determined export drive. Swiss sales to these countries increased considerably. To Saudi Arabia, from 284 million francs in 1975 to 600 million last year.

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