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Golden Rose opens out

THE Golden Rose of Montreux – the international contest for television light entertainment – will feature several major innovations when it is staged in the Swiss lakeside resort from May 9 to 16 for the twenty-fourth time. Since its inception in 1961 the

Golden Rose has been open only to “organisations which operate a national television service”.

In 1984, however, the event will be open for the first time to private and independent film/television producers.

The move is intended by the

host organisation, the Swiss Broadcasting Corporation, to enhance still further the quality and competitiveness of the Montreux festival.

The private entries will be viewed by the international and press juries on the final screening

day, with a special award going to the most outstanding entry.

This year’s Golden Rose – which for the first time will be held midweek-to-midweek – will also see an expansion of the Videokiosk.

The Videokiosk was introduced at the 1983 event to enable television organisations as well as freelance producers to commercialise their entertainment productions.

Another feature of the 1984 Golden Rose will be a seminar devoted in particular to the theme of television entertainment.

It is also hoped that the Golden Rose – which annually attracts hundreds of international media journalists – will this year be attended in person by leading show-business celebrities and some of the stars appearing in the programme entries.

Continued from Page 19

problems are that, initially, organisers prefer an airport town and huge hotels to accommodate congress participants on the spot.

The task of the SNTO is to convince them that at all times of the year, it is easy to hold a congress or an assembly in a smaller town or resort in Switzerland, where excellent facilities are available.

The World Travel Market, sponsored by Travel News and organised by Reed Exhibitions for

Business Press International, is fully supported by the British Tourist Authority.

When the 1983 show closed on the Sunday night, more than 22,000 trade visitors had passed through the gates, a 27 per cent increase over last year.

The Swiss National Tourist Office organises some 12 fairs and exhibitions abroad every year. For the Swiss it means Business with a capital B, for the country needs

the foreign visitors.

The SNTO is extremely successful in attracting large numbers every year. The 1983 WTM has been a success for Switzerland too. One of the reasons why the Swiss stands do not offer any entertainment at their stalls, is that it detracts from the serious side of promotion. Last year’s motto still holds good “Switzerland – it’s worth it!”

Mariann Meier

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