

The 20th swiss watchmaking Fair at Basle in 1950

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**THE 20th SWISS WATCHMAKING FAIR
AT BASLE IN 1950.**

Although it is a small country from the point of view of territory and number of its population, Switzerland's foreign trade is an important item, and she is once again engaged in the economic struggle in which all industrial nations are engaged on the world's markets.

The recent devaluations perhaps allow Switzerland to import goods under more favourable conditions but, on the other hand, they have created new handicaps for the export of Swiss manufactured products. It is for this reason that the 1950 Industries Fair in Basle will be of great importance, because its object will be to induce foreign visitors to purchase more goods than ever in Switzerland. The very large number of exhibitors will allow the Fair, as usual, to offer an all-inclusive display of Swiss production, and it will afford proof that the industry of this essentially continental country maintains its traditions and knows how to adapt its particular needs to the most varied national economies, even of overseas countries. It may, therefore, be expected that at the Industries Fair in Basle there will be a wide display of manufactured products of excellent quality, adapted to the technical requirements and fashionable trends.

This will be the case, in particular, for the goods offered in the Watchmaking Fair taking place for the 20th time from the 15th to the 25th April, 1950, within the framework of the Swiss Industries Fair. As they wish to make a special anniversary display, the watch manufacturers are doing everything possible to present their pavilion in the most fitting surroundings. The brightest gem of Swiss industrial production, the watchmaking industry is a living proof of what can be realised by an industry anxious to make progress and to supply goods of the highest precision and excellence of workmanship, from the every-day alarm-clock to the elegant desk-clock, from the classical pocket-watch to the jewel-encrusted watches, passing through wristlet watches, chronographs and watches for special uses. The Swiss watchmaking industry, working as it does for countries situated in all latitudes, offers at this Industries Fair the whole range of its infinitely varied products. According to certain estimates, as many as 250 different kinds of watches have been counted at preceding Fairs.

9,000 visitors, coming from all parts of the world last year gave adequate proof of the interest which foreign countries have in Swiss production. The 1950 Fair will be worthy of its predecessors and will be an excellent source of information for customers of and suppliers to Switzerland, thus providing evidence that the reputation enjoyed by Swiss manufactured goods is not in any way exaggerated.

Foreign visitors interested in visiting the Fair will be able to apply to its representatives in foreign countries, Swiss Legations and Consulates, Chambers of Commerce and official Swiss Agencies abroad.

**SWISS CLUB MANCHESTER.
Annual General Meeting 25.2.1950.**

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- Vice-President :* Mr. E. Berner
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