

Commercial news

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COMMERCIAL NEWS

Brussels 58: prominent visitors to the Swiss Pavilion.

Two and a half months have passed since the Universal and International Exhibition in Brussels opened its doors. From the beginning the Swiss Section has enjoyed a fine success and a very large number of noteworthy visitors have honoured it with their presence. Among these we would like to mention Prince Alexandre of Belgium, the Prince and Princess of Lichtenstein, Mr. Schärf (President of the Austrian Republic), Mr. Huysmans (Speaker of the Belgian Chamber), Mr. Kelichenko (member of the Presidium of the Soviet Union and leader of an important Russian Delegation), and Mr. Tcholakovitch (Vice-President of the Yugoslav Government). We would also like to draw attention to the fact that the Belgian and the foreign Press, as also the members of the International Congresses of French-speaking Journalists and on Public Relations, were the guests of the Swiss Pavilion which, more over, was made the subject of special reports by Spanish, French and Luxembourg radio and television.

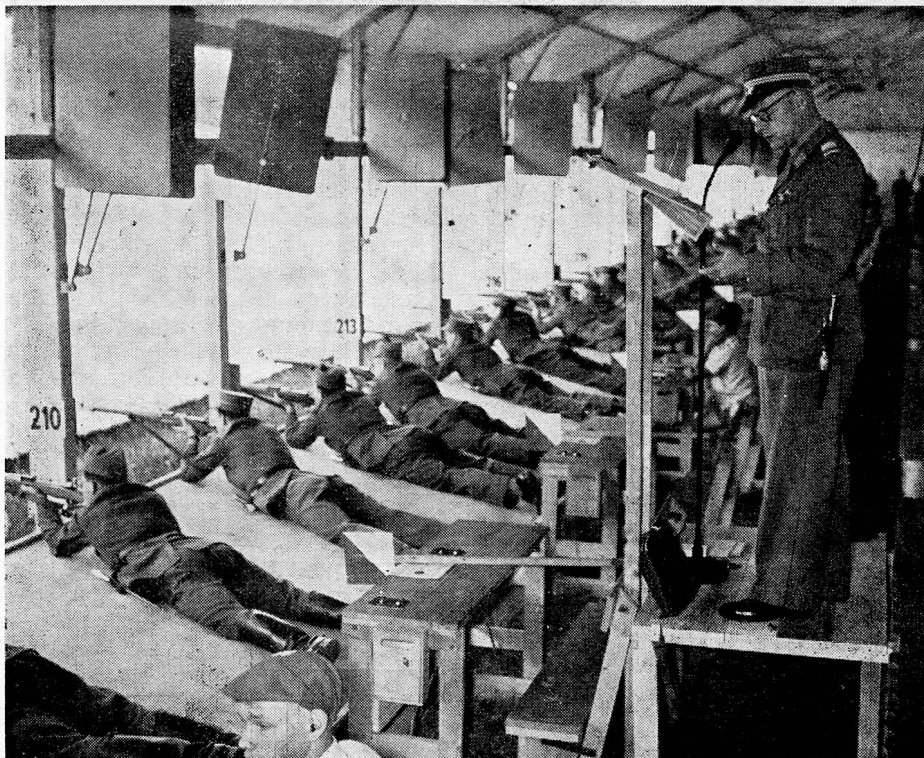
A new Swiss chemical product.

The Swiss chemical industry has recently perfected a steroid which has now been patented in nineteen countries under the name of Skinostélon. This new product has a regenerative effect on the skin. Contrary to the effect of hormones which are used in this domain, the action of Skinostélon is limited strictly to the skin, so that it is possible for it to be used in cosmetics. A keen interest in it is being shown by big foreign firms.

Miniature accumulators.

After a long period of research an industrial firm at Yverdon, at the foot of the Jura Vaudois, has now launched on the market some accumulators of such reduced dimensions that their thickness does not exceed 3 mm. But this is not their only advantage; they are the first to be absolutely watertight, they do not require any upkeep, and they last for a very long time. Alkaline accumulators are of particular interest to the Swiss watchmaking industry, which now manufactures the wrist-watch whose dial is illuminated by pressing on a button.

Auslandschweizer-«Home» ... ein «pied-à-terre» in der Heimat



Army competition: 47th Swiss national shooting event in Bienne. The officer on the platform directs the shooting on the loudspeaker. 2,500 national servicemen took part in the contest. (Copyright Photopress) — Two of the guests of our "Home", who come from France, follow with great interest the results of the shooting competition in Bienne (right).

"Home" for Swiss Nationals Living Abroad at Dürrenäsch

(Aargau-Switzerland.)



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«Home» for Swiss Nationals Living Abroad — a «pied-à-terre» in the homeland

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Switzerland will not be left behind in the peaceful use of atomic energy.

A Congress of the International Union of Producers and Distributors of Electric Energy (UNIPED) is now taking place in Lausanne. In his inaugural address Federal Councillor Lepori, the Head of the Federal Department of Posts and Railways, recalled the efforts undertaken by Switzerland to intensify the exploitation of her hydro-electric forces. The national production of electric power amounts at present to approximately sixteen thousand million kwh. per year. The projects which are now being studied or else are in a fair way of being realised will make it possible for this figure to be doubled by 1975. Even then, this will not be sufficient. That is why, Mr. Lepori went on to say, Switzerland, in spite of her abundant hydraulic riches, will have to take "the atomic way", nuclear energy being indicated to furnish the necessary relief.

A "transport house" at Lucerne.

A "transport house" is being put up in Lucerne, which will make it possible for Switzerland to contribute towards the technique of travel and of communications. The vehicles, machines, instruments and documents which will be gathered there will also constitute a centre of attraction which should have an excellent future, the more so as it will be situated in a region which, of itself, attracts thousands of foreigners each year.

A prize-winning Swiss documentary.

A film, produced by an important firm in Basle belonging to the chemical industry, devoted to the "active behaviour during the placentary period" was awarded a prize at the 1958 Cannes Festival as being the best in its category and also received a bronze medal for its remarkable technical realisation.

Plans for the expansion of Basle airport.

Switzerland, a country of some five million inhabitants and possessing a superficial area of only 41,300 square kilometres, nevertheless possesses three large airports, namely those at Geneva, Zurich and Basle. The one at Basle, however, is inadequate, and the Government of Basle intends to enlarge it. The project, the cost of which amounts to approximately 54 million francs, provides for the replacement of the temporary building, put up in 1946, by an aero-station which can accommodate at least 300,000 passengers annually, the building of a hangar with workshops and premises for the personnel, the extension of the concrete surface for parking the aircraft, the construction of new ways of access to the buildings, the establishment of a parking place for 750 motor-cars, and the construction of cleaning apparatus, as well as the extension of the technical installations and the acquisition of a double radar.

SWISSAIR CHARTERS DC-6B.

Swissair has chartered a Douglas DC-6B aircraft from American Airlines for use on its European and Middle Eastern network. The charter is for two years and brings to seven the number of DC-6Bs operated by Swissair.

The aircraft will fly in Swissair colours with the registration markings HB-IBC.