

Business in Switzerland

Objektyp: **Group**

Zeitschrift: **The Swiss observer : the journal of the Federation of Swiss Societies in the UK**

Band (Jahr): - **(1962)**

Heft 1415

PDF erstellt am: **12.07.2024**

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BUSINESS IN SWITZERLAND

Industrial Co-operation between Switzerland and Japan

The Aluminium Industry Company (AIAG) has just signed a contract with Sun Aluminium Industries Ltd., in Tokyo, for the construction and organization of an aluminium sheeting factory, the proposed contract having first been submitted for approval to the Japanese Minister for Foreign Trade and Industry. Part of the industrial equipment of the future factory has been ordered from Swiss firms. (OSEC.)

The Next Lausanne Fair (1962)

The 43rd Lausanne Fair, also known as the "Swiss Comptoir", will be open from 8th to 23rd September 1962. Once again, its area has been increased considerably. The actual exhibition space covers some 808,500 square feet, while the total area occupied by the Fair amounts to 1,507,000 square feet. The 2,400 Swiss exhibitors who will be showing their products there will represent all parts of the country. Within the framework of its 38 private sectors, this national autumn fair will house a series of specialised exhibitions, in particular a Salon of Household Arts, a Building Materials Pavilion and an Exhibition of Interior Decoration.

This display of Switzerland's production will be completed by two foreign pavilions. The first, the official exhibition of NASA (National Aeronautics and Space Administration), will show the latest developments in space research and in particular a scale model of the famous Telstar satellite, which has made possible the direct transmission of television programmes between America and Europe. The exhibition will be made even more vivid and interesting by a series of demonstrations. The second pavilion will house the exhibition organised by Yugoslavia, the Fair's guest of honour in 1962. This pavilion will give an overall picture of the country's economic activities as well as its tourist possibilities. Yugoslav arts and gastronomy will also be represented. (OSEC.)

Switzerland's Consumption of Hot Water

Recent statistics show that Switzerland consumes on an average $3\frac{1}{4}$ gallons of hot water a day per head of population, which represents a total daily consumption of $18\frac{1}{2}$ million gallons, for the production of which a heat of approximately 5 billion kilo-calories is required. The average cost of power being Fr. 0.40 for 10,000 kilo-calories, the daily expenditure amounts to Fr. 200,000, making a total of 73 million francs a year. (OSEC.)

SWISSAIR'S CORONADO ORDER COMPLETED

The fifth Convair 990 Coronado for service with Swissair has arrived at Kloten Airport, Zurich (5th August). The delivery of the aircraft — registration HB-ICE — completes the Swiss airline's order for seven of the 98-seater jets. Two have been leased to Scandinavian Airlines System.

Swissair's Coronados serve routes to the Middle East, Far East, Africa and South America.

In the past six months ten jet airliners — three of them Caravelles — have been delivered to the Swiss carrier.

A SWISS INVENTION "Velcro" News for Men

Manufacturers of men's wear have been quick to appreciate the many practical uses of the Touch-and-Close Fastener, "Velcro". This fastener, which is not only neat and strong, but quick to open and close, has the added bonus of adjustability — waistbands and wristbands, particularly, are easily adjusted for maximum comfort and perfect fit at all times.

Here are but a few of the well-known manufacturers using "Velcro", and many more clothes with this new fastening are finding their way into shops and stores throughout the country.

In all weathers the smart Dhoobie Maincoat, with the warm detachable interlining which can be rapidly pressed into place on cold days and pulled out again when the weather changes, is extremely popular. At week-ends, and most informal occasions, "Aggrapas", the trousers with the adjustable waistband, are the acme of comfort.

For sportsmen, Louis London have made the "Rally-master" jacket with Touch-and-Close front fastening, and Teddy Tinling has wonderful chunky Orlon cardigans closing in the same way.

Quite the most dashing accessory this season is Tootal's "Ascot", a smart foulard cravat held firmly in place with "Velcro", so that it will not slip about and remains neatly in place throughout the day. Motorists, and indeed all men who appreciate a good glove, will delight in Dent's M.1 driving glove. The leather palm has three stitched grooves for perfect grip, Touch-and-Close fastening and the back is crocheted.

Finally, a very good idea for the pipe-smoking man, the Orlick tobacco pouch, a nice present to give or to receive.

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