

Business in Switzerland

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BUSINESS IN SWITZERLAND

The Largest Staff Call Set-Up in Switzerland

At the International Motor Show held in Geneva this spring, the biggest staff call set-up in Switzerland was put into operation. This set-up, which works by radio, was installed by a firm from Berne. Thanks to this system, placed at the disposal of exhibitors, the person called heard a small musical signal in the personal receiver — no larger than a packet of cigarettes — with which he was equipped. He had then only to get in touch by telephone with the Motor Show exchange or his stand in order to be given his message. This system, avoiding much going back and forth and unnecessary waiting and waste of time, is particularly useful in a big exhibition attended every day by tens of thousands of visitors. (OSEC).

Swiss Watches to the Fore

In its December 1961 number, the fine periodical "La Suisse horlogère" gave an account of the main sporting feats in which Swiss watches have played a role. Expeditions full of danger, to the highest peaks in the world, to the lowest depths of the oceans, and deep into the bowels of the earth; it is impossible to list them all here. Let us simply mention the many expeditions to the Himalayas in which Swiss watches were used, in particular the first two ascents of Mount Everest, one British, the other Swiss, in collaboration with Nepalese Sherpas, the conquest of K 2 (Karakorum), Lhotse, and Aconcagua, the highest peak in the Andes. Under the water, let us refer to the exploits of the holder of the world diving record, the Swiss Hannes Keller, and the submarine exploration of the famous Commandant Cousteau. Swiss watches have crossed the seas attached to the hulls of ships, and continued to work perfectly; in the record dive of the late Professor Piccard's bathyscaphe, Trieste, to a depth of 36,000 feet, during a crossing from Le Havre to New York and back on the Ile de France and during the transatlantic trip of the May-

flower II. Swiss watches have gone deep into the earth with numerous explorers, into the Berger gulf, for example, to a depth of 3,681 feet, as well as with Norbert Casteret. Among the feats connected with the conquest of the air, let us recall that Charles Lindbergh, the first to fly solo across the Atlantic, wore a Swiss watch, long before the creation of the special models that are used by airmen today. A tragic page in this report is the account of the air and sea catastrophes in which Swiss watches proved their resistance. First of all, there is the Swiss watch which was found in perfect running order after being submerged for 9 years in an American bomber which fell into a Swiss lake in 1944, and then the cargo of waterproof watches that remained for 18½ months at a depth of 260 feet in the hold of Captain Carlsen's "Flying Enterprise" and which suffered no damage; the same mishap was met with by two batches of Swiss watches in the Shannon air catastrophe in 1954. These are just a few examples taken from a long list, to which should be added various expeditions to the North and South Poles as well as to the Tropics, and many sporting feats. (OSEC).

Third International Wood-Working Fair in Basle

The 3rd International Wood-Working Fair will be held on the premises of the Swiss Industries Fair in Basle from 26th May to 3rd June this year. 163 exhibitors will be taking part on 166 stands, covering an area of 198,000 square feet (1960: 143,000 square feet), i.e. 86 Swiss factories and 77 commercial firms. These exhibitors will present a single panorama of wood-working machinery and tools, which will undoubtedly arouse keen interest not only in Switzerland but also abroad. Exhibits will in fact include the products of 237 manufacturers from 11 countries, viz. Austria, Belgium, Denmark, France, Germany, Great Britain, Italy, Norway, Sweden, Switzerland and the United States. (OSEC).

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