

# Business world

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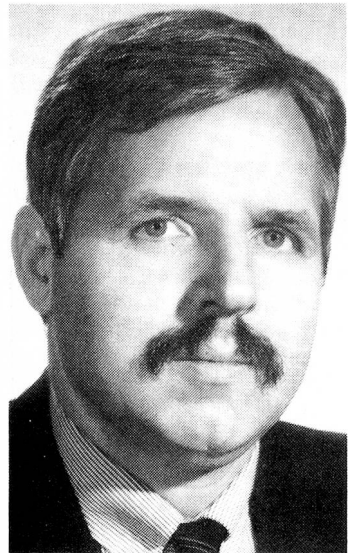
SWISSAIR'S London sales organisation is to be restructured.

The new set-up will be headed by Hans-Peter Doser in the newly-created job of Manager, Sales and Services, London. He will take up his position in February. At present he is Swissair's sales manager for Belgium and Luxemburg.

Two divisions will cover internal and external sales activities.

In charge of the first, to comprise the Swiss Centre air travel office, reservations/telephone sales, sales support services and collective travel, will be Peter Reeve, with the title of Manager, Sales Services, London.

The other appointments in this



Hans-Peter Doser

## Swissair puts sales drive into top gear

division are: Robert Wilson to Manager, Air Travel Office; Michael Allsop to Manager, Reservations/Telephone Sales; and Claude Gyax to Manager, Sales Support Services.

John Harper remains in charge of Collective Travel as before.

The external division is headed by John Evans, promoted to Manager, Field Sales from London cargo sales manager, with responsibility for outside sales in passenger and cargo sectors.

The passenger and cargo sales representatives will report to him.

To strengthen the marketing side, Peter Beckwith, until now in charge of reservations/telephone sales, has been appointed to the new job of Manager Marketing and Planning Co-ordination and Sales Administration.

His brief is to look after automation developments, market research and communications, including multi-access reservations systems.

Beckwith will report to Josef

Waegeli, Manager, Marketing Planning and Sales Co-ordination, UK and Ireland.

Part of the London re-organisation is the newly created cargo unit to take over "white-collar" operations in the KLM cargo terminal at Heathrow from February next year. It is headed by Carl Grey as cargo services manager.



Peter Reeve



John Evans

### Combined exercise

SWISS and West German security forces have held a two-day exercise, aimed at strengthening anti-terrorist measures. The exercise was staged in the Upper Rhine and Lake Constance border areas.

### Switzerland's example

SWITZERLAND has celebrated its 20th anniversary as a member of the Council of Europe. Council General Secretary, Franz Karasek, of Austria, said Switzerland had set an example to the rest of Europe with its tradition of direct democracy at all levels.



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## Safety belt saves twice

AN inventor from Vaud has won a bronze medal at the Exhibition of Inventions in Geneva for his invention of an autonomous system of automatic release for safety belts.

While ordinary safety belts reduce the risk of injury to a passenger, they also imprison him.

In the event of dizziness or loss of consciousness, he is prevented from unfastening himself or being saved by rescuers.

The "SADA" system comprises

an inertia shock detector. This is designed to trigger a delayed release mechanism opening the buckles on all safety belts in a car.

## More foreign wear imports

DURING the last 10 years, imports of clothing into Switzerland have increased more than 100 per cent.

Five years ago, Hong Kong and South Korea were the only countries from which Switzerland imported clothing in any great quantity. Now Taiwan and India can be included as main clothing suppliers.

On the export side, Swiss clothing exports have increased by nearly 50 per cent during the same 10-year period.

The Federal German Republic is Switzerland's biggest clothing market, followed by Austria and

France. Great Britain has dropped from fourth to sixth place.

## Swiss abroad

SWISS tourists are spending more abroad. In 1982 their expenditure went up by eight per cent, as people travelled abroad more frequently and made longer trips.

## Technical fair to enlarge

SWISSTECH 84, the subcontracting and technical industrial supplies fair will take place for the second time from November 20 to 24, 1984.

This new trade fair was a success for suppliers and customers alike last autumn.

Visitors to Swisstech are technical and commercial buyers,

technicians, engineers, designers, draftsmen, etc from technical industry and commerce.

Already, there is lively interest in taking part in Swisstech 84, mainly from small and medium-size companies, the real specialists of the subcontracting industry.

Two extra halls are necessary to house the expected increase in the number of exhibits.

## Planes soon to be replaced

DISAPPOINTING noise performance has prompted Swissair to start selling its 12 DC-9-51 fleet.

It plans to unload the first five to US domestic airline Muse Air, with two going this year and the rest following in February 1984 and March 1986.

Swissair says that although the aircraft type, first bought in 1975, received noise certification, it did not bring the kind of noise reduction the carrier had hoped for.

Other moves in the airline's fleet renewal include the replacement of the DC-9-32s with new generation low-noise DC-9-81s and the phasing out of the remaining DC-8s in favour of the new Airbus A310.

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THE sixth International Fair for Mechanical Handling, IFM 84, will be held from February 21 to 29, in the halls of the Swiss Industries Fair in Basle.

Once again, the exhibits will be in the classic sectors of conveying and storage equipment – with innovations alongside tried and tested products. In view of the progress in systems technology, automation and control equipment the range has been expanded to include the sector, "Handling and Robotics, Automation".

This takes into account the demands for increasing integration on the factory floor between conveying equipment and industrial manufacturing installations, including robots.

From September 11 to 14, the ponderously titled International

# Basle Fair – robots raise their heads

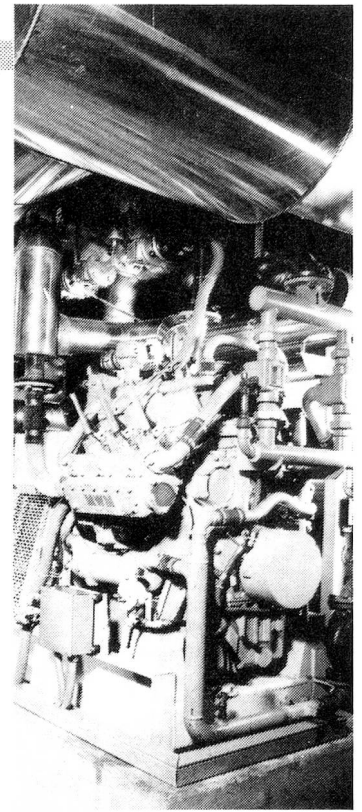
Chemical Exhibition for Laboratory Techniques and Chemical Engineering, Measurement Technology and Automation takes over.

Laboratory techniques, chemical engineering, measurement, control and automation technology are expected to be on show.

The sectors of biotechnology,

laboratory animal handling, accident prevention and factory safety, information and services will also be represented.

Chemists and engineers, plus doctors, pharmacists, physicists, biologists, zoologists – specialists in research, development and practice – will be among international experts visiting the exhibition.



Swiss-built Sulzer Escher Wyss heat pump with six-cylinder gas engine at the research laboratory of Philips GmbH in Hamburg, West Germany

## TRAVEL OBSERVER

### Tourists splash out

TOURISTS in Switzerland – foreigners and the Swiss themselves – spent a total of Sfr 14 thousand million last year.

Latest official figures show that just over a quarter of a million people are employed directly or indirectly in Swiss tourism which is the third biggest foreign currency earner behind the engineering and chemical industries.

Switzerland now has 7,500 hotels with about a quarter of a million beds.

### Bookings rise

OVERNIGHT bookings by visitors

to Lucerne increased from 408,000 to 413,000 or one per cent in the first six months of this year.

This meant a further success for the city, which last year recorded its best-ever figures, with more than one million overnights for the first time.

Lucerne and Interlaken are the only major Swiss destinations to have improved overnight figures in the first half of this year.

### Hire cars do well

HERTZ Rent-a-Car Switzerland expects to increase turnover by 12 per cent this year, reaching Sfr 40 million for the first time.

"In particular, we did very good

business from June to August, with a turnover rise of 17 per cent", said Peter Karg, chairman and chief executive of Hertz Switzerland.

Mr Karg added that Hertz had 39 per cent of the hire car business in Switzerland, making it the market leader.

### Christmas cheer

THE Hotel Beau-Rivage Palace in Lausanne has published special Christmas and New Year offers.

At Sfr 574, the Christmas offer runs from December 23-26 and includes three nights with breakfast buffet, two dinners and traditional Christmas lunch.

The New Year arrangement,

from December 30 to January 2, costs Sfr 682.

### Art show at Zurich

DRAWINGS by Leonardo da Vinci from the collection of the royal library at Windsor Castle will be on show at the Zurich Kunsthau (Museum of Art) until January 22.

These drawings represent almost the entire inventory contained in the collection and include the "Botanical Studies", "Landscapes", "Studies of the Movement of Water" and the most famous series of all his drawings, the "Visions of the Flood" and the "End of the World".