

PRESS RELEASE - APRIL 20, 2018



The mountain brings the whole world to Mountain Planet 2018!

Grenoble, France – April 20, 2018. The 23rd edition of Mountain Planet ends after 3 days of beautiful weather in Grenoble, capital of the Alps, land of innovation and advanced industry. Sunny weather in line with the success of **Mountain Planet**, which can be summed up in three words: **international, innovative and qualitative**.

International: Alpexpo, organizer of Mountain Planet, welcomed—thanks to its active prospecting approach, its partnerships, and its quality exhibitors—all the “mountain” nations of the planet, representing more than 70 countries. “Asian visitors came in large numbers for this edition,” says Claus Habfast, President of Alpexpo, “because of the proximity of the coming 2022 Beijing Winter Olympics”. Thus, many Chinese operators and members of the Olympic Committee visited the show with great interest. They have been won over by the expertise of French and international exhibitors in the ski and mountain sector, both in terms of industrial know-how and ski area management: “Currently we import 80% of our equipment, hence the importance of visiting such an exhibition,” confides Peng Weiyong (Chinese Olympic Committee). Note the presence of African visitors interested in city to mountain transport, proof that mountain technologies can be exported and applied to other fields of activity.

Innovative: “Our objective was to make Mountain Planet THE foresight exhibition for the mountains, where the latest innovations and new ideas on the challenges facing the sector are exhibited,” says François Heid, General Manager of Alpexpo. Mission accomplished! Thus, the 900 exhibited brands presented many new products, a true showcase of the talent found in the 16 mountain industry sectors: ropeways, snow-making systems, safety, leisure, environment, transport etc. Visitors also attended a number of 60 conferences where the most innovative ideas rubbed shoulders with the most daring reflections on the resort of the future, the renewal of the ski clientele, climate change, the digital revolution, the city to mountain ropeways, etc. It's important to note the success of the three international round tables proposed for the first time by the organizers of the show.

Qualitative: Quality of exhibitors, conferences and visitors! Mountain Planet is a resolutely B to B trade fair. The exhibitors welcomed a more international and qualified visitor, gathering mostly mountain experts: Japanese, Chinese, Turks, Iranians, Americans, Montenegrins, Slovenes...all filled their order books, to the greatest satisfaction of exhibitors—for both multinational companies and start-ups—who announced the signing of numerous and important contracts. Mountain Planet reinforces its role as a showcase for an important industrial sector in Auvergne-Rhône-Alpes and a strong generator of employment.

“The success of Mountain Planet is based on the joint commitment of the industry and the Alpexpo teams,” concludes Claus Habfast, “a synergy that made this beautiful edition a success! Thank you all and see you on April 22, 23 and 24, 2020 for the 24th edition”.

Mountain Planet

Created in 1974 in Grenoble, Mountain Planet is the world exhibition for mountain development and industry. It allows industry professionals to unveil innovations and the latest trends/technologies for sustainable all-season mountain development. Mountain Planet welcomes more than 900 exhibitors and international brands. Its exhibition area is 42,000 m². Over 18,000 trade visitors from over 60 countries come to each edition. More info on: mountain-planet.com

Mountain Planet 2018 in figures

- 900 brands showcase
- 26 countries represented by exhibitors and more than 70 visiting countries
- 50,000 m² of exhibition space
- 60 conferences including 3 international round tables
- the Innovation Guide (more than 100 new products exhibited), downloadable during the 3 days of the show



#MountainPlanet

Press contact: Alexandre Bérard - Alternative Media
4, boulevard Gambetta – 38000 Grenoble - France
Tel. +33 (0)4 76 12 01 33 - email. alex@alternativemedia.fr
www.alternativemedia.fr

**APRIL
18-20
2018
GRENOBLE
ALPES
FRANCE**

