

## PRESS RELEASE

### **Alpexpo, organizer of Mountain Planet, is expanding its shareholder base**

**Innsbruck, 9 May 2019:** The teams of Mountain Planet from Grenoble used their visit of Interalpin in Innsbruck to outline their plans for the 2020 edition to a global audience. The presence of Annabel André-Laurent, Vice-Chair of the Auvergne-Rhône-Alpes Region, testified to the importance of mountain development for France's second-largest region, and to its commitment to the upcoming Mountain Planet show.

Already the upcoming Mountain Planet 2020 will be an opportunity to assert the ambitions of one of the global shows in the world of mountain development. The 24th edition will take place from 22 to 24 April 2020. Exhibitors and visitors alike will discover the latest innovations and trends for the development of four-season mountain and operation of ski resorts. More than 900 brands from 25 countries exhibit at Mountain Planet 2018, with 31% of international exhibitors, hosting 18,000 visitors from around the world. For the upcoming edition, the teams are working closely with industry leaders and partners from academia and the public sector to further strengthen international attractiveness and address the key topics of mountain resort development: digital transformation, the future of skiing, development of a four seasons business model, beginners conversion and attracting millennials ... in the context of a truly global exhibition, these topics will be presented in an international perspective.

Organized by Alpexpo, the largest convention and exhibition centre in the French Alps, the further development of Mountain Planet will benefit from an evolution of Alpexpo's shareholders: in a few weeks, the Auvergne-Rhône-Alpes Region will acquire a majority stake from the two historic shareholders, the City of Grenoble and Grenoble-Alpes Métropole. The Département of Isère will also acquire a stake and contribute to a joint investment plan over the next five years.

Built for the Grenoble Winter Olympics 1968, Alpexpo is home to two convention centres, a 40.000sqm exhibition palace and a concert hall, making it a key tool for the economic development at city, metropolitan, departmental and regional level. Alpexpo also contributes largely to making Grenoble a top-tier business tourism destination in France, being the host of Mountain Planet, the largest international gathering of mountain professionals. The expanded partnership of the Alpexpo shareholders reflects the desire of the four local authorities and shareholders to strengthen the position of Grenoble and Alpexpo in business tourism on a European scale. In this perspective, the significant investment of more than 20M€ will include a major renovation and modernization of the entire site.

[www.mountain-planet.com](http://www.mountain-planet.com) – Twitter : @MPlanet2020

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