



Grenoble, november 22<sup>nd</sup> 2022,

**At the Mountain Planet trade show,  
transitions and innovations are building tomorrow's mountains**

Mountain Planet, the international mountain development trade show showcasing the innovations and trends in the market, will take place at Alpexpo—the Grenoble exhibition center in the French Alps—from April 22 to 28, 2022. A major international event for mountain professionals bringing together international mountain industry players—manufacturers, design offices, service providers, ski area operators, and more. For this 25th edition, Mountain Planet's theme will be «**Transitions and Innovations Are Building the Mountains of Tomorrow**». The trade show will host three international master classes and daily conferences, opening with the highly anticipated presentation of the "International Report on Mountain & Snow Tourism"—which identifies and analyses world data from almost 2,000 ski resorts in 68 countries—by the Swiss expert Laurent Vanat.

Over an exhibition surface area of 50,000m<sup>2</sup>, 900 exhibitors and brands will be represented, as well as 18,000 visitors from over 70 countries, who are expected to visit Alpexpo-Grenoble over three days.

Mountain Planet is the place where developments—mobility, land management, water and waste management, four-season tourism, etc.—and new technological innovations, digital transformations, and more that are shaping the mountains of tomorrow are revealed.

The representativeness and quality of the exhibitors make this show an unmissable event where business is made and experiences are shared. It is an international crossroads thanks to the presence of the industry's major leaders—POMA, Doppelmayr, MND Ropeways, Leitner, PistenBully, Kässbohrer, Prinoth, Skis Rossignol, LumiPlan, Skidata, Villeton, Technoalpin, Demaclenko, MND Snow, Axess AG, MDP Consulting—and also start-ups such as API-K with their innovative geo-security and real-time tracking technology for professionals and the general public; and also Moonbikes, the inventor of the 100% electric snow scooter, which is sold on the international market and estimated at 30 billion dollars.

French mountain players will also be there with DSF (French Ski Areas Association), ANEM (French Association for Elected Officials in Mountainous Regions), and the ANMSM (National Association for Mayors of Ski Resort Towns).

**News in 2022 :**

Three major conferences will be held with international speakers:

- 1/ Digitalizing the tourist offering: A cornerstone for the future of mountain
- 2/ How does the environment fall into the strategy for mountain destinations?
- 3/ How to renew your clientele: A immediate challenge

The CEA is a major player in research serving the State, economy, and citizens and the only French public research organization in the world's top 100 innovation players (Derwent 2018-19). The CEA will be on the floor with a dedicated space to present several prototypes that respond to the challenges and issues encountered by mountain professions.

New spaces will host companies working in the fields of mobility, energy, resource management, waste management, renovation, and disabilities.



The various competitive clusters are a source of dynamic energy and cooperation for the different players and will be gathered on the Auvergne-Rhône-Alpes stand.

About MOUNTAIN PLANET:

Created in 1974 in Grenoble, France, MOUNTAIN PLANET is a trade show for mountain development and industry. The next edition will take place from April 26 to 28, 2022 at Alpexpo, the event park in Grenoble, France. It is a major event and international meeting place for mountain development, showcasing the most recent innovations and trends in the market, and taking place every two years. Every two years, it brings the entire global mountain ecosystem—manufacturers, elected representatives, local authorities, accommodation providers, ski area operators, and more—together. It allows industry professionals to unveil their latest innovations and technological advancements to bring economic and environmental sustainability to mountain development. Every edition of MOUNTAIN PLANET hosts over 900 exhibitors and international brands. It covers a surface area of 50,000m<sup>2</sup>. More than 23,000 professional visitors from over 70 countries participate. For more info, visit [www.mountain-planet.com](http://www.mountain-planet.com)

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