

PRESS RELEASE

Grenoble, ALPEXPO (France), March 4, 2024

MOUNTAIN PLANET TROPHIES **50 years of innovation for the mountains**

Transformations and evolutions in economic and sociological models in mountain areas, environmental challenges, mobility, pastoralism, big data, communication... for 50 years, Mountain Planet, the international expo for mountain development, has been the must-attend event where all aspects of mountain life converge, showcasing the latest innovations and market trends.

To celebrate its fiftieth anniversary, the expo is organizing the first Mountain Planet Trophies, in partnership with Montagne Leaders magazine. This international competition, open to all exhibitors, will reward the most innovative companies, ski area operators, and mountain territory managers in six categories:

- Mobility
- Biodiversity/sustainable development
- Diversification
- Tourism
- Digital/customer journey
- Jury's favorite

Presented to a jury, each innovation will be studied and evaluated. The criteria for participation in the "Mountain Planet Trophies" are as follows:

- Innovation must have a sustainable commitment;
- It must be less than one year old and have had initial practical experience or be patented;
- It is integrated into the environment, within a territory and/or a destination;
- It must have a positive environmental impact;
- It is supported by testimonials of positive experience (client, partner, incubator, etc.)

Applications are now open, and the registration deadline is set for Friday, March 15, 2024. Mountain Planet invites its exhibitors interested in participating to fill out the participation form here >> [dossier-inscription-trophees-inno-FR-FORM.pdf](#) (calypso-event.net)

The list of winners will be announced during the «Mountain Planet Trophies: 50 Years of Innovation» ceremony, which will take place on Thursday, April 18, from 12 PM to 1 PM at the Agora space of the show.

To participate, exhibitors can fill out the registration form on the website www.mountain-planet.com.

Registration closes on Friday, March 15, at 5 PM.

The Mountain Planet Trophies are organized in partnership with Montagne Leaders magazine.



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 16 to 18, 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 50.000 m². More than 23.000 professional visitors from over 71 countries participate. For more info, visit :

mountain-planet.com

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