



MOUNTAIN 16 →
PLANET 18.04
2024

FOR SUSTAINABLE INNOVATIONS

GRENOBLE ALPEXPO ALPS-FRANCE

**PRESS
KIT**

P R E S S K I T

MOUNTAIN-PLANET.COM
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UN ÉVÈNEMENT
alpexpo



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PRESS CONTACT

Alternative Média

Alexandre Bérard : +33(0)6 45 42 95 46 - alex@alternativemedia.fr

Marie Lourdel : +33(0)6 85 94 50 27 - marie@alternativemedia.fr



1) EDITORIAL LAURENT WAUQUIEZ, PRESIDENT OF THE AUVERGNES-RHÔNE-ALPES REGION



Laurent WAUQUIEZ

President of the Auvergnés-Rhône-Alpes Region

Mountain Planet, the international meeting place for mountain professionals brings together world leaders, start-ups, and professional organizations. The Auvergne-Rhône-Alpes Region is proud to support this event and to contribute to showcasing our mountain territories and their key players, essential for its dynamism and vitality. This year, our participation in the trade show has a special flavor, as it coincides with our bid for the 2030 Winter Olympics.

The French Alps' bid was conceived with sustainability in mind. Twelve of the thirteen facilities built for the Albertville Games will be reused for the 2030 Winter Olympics and Paralympics. The French Alps also boast a decarbonized transport network, with seamless integration between rail and public transport.

Also, these Games are a great opportunity to accelerate the transition to a more sustainable mountain, with the potential to initiate several transformations, such as the energy transition of snow groomers to hydrogen. This aligns with the policy we uphold in the Region through our Mountain Plan, which is set to run until 2028, with the goal of making Auvergne-Rhône-Alpes the first sustainable mountain in Europe. It also embodies the spirit of our participation in the Mountain Planet trade show, and I am delighted about it. A huge thank you to the organizers for their work in promoting the dynamism and influence of our mountain territories.

Have a great trade show everyone!

Laurent Wauquiez, President of the Auvergne-Rhône-Alpes Region.



2) THE INTERNATIONAL MOUNTAIN INDUSTRY MEETS AT MOUNTAIN PLANET

For three days, from April 16 to 18, 2024, Grenoble ALPEXPO turns into the international capital of mountain development. With more than 900 exhibiting brands and 23,000 visitors expected from all over the world, Mountain Planet is the unmissable event for the global mountain industry. Today, there are over 2,000 ski resorts in 68 countries around the world.

For manufacturers, operators, elected officials, service companies and all professionals in this sector, it is an essential event that takes place every two years at ALPEXPO Grenoble in the heart of the French Alps. Mountain Planet is the largest showcase for mountain industrialists in a 50,000m² showroom. It gives companies recognized for their excellence the opportunity to display their creativity. Exhibiting companies range in all shapes and sizes, from start-ups to large international groups but also start-ups, but they share something in common. They are working for the mountains of tomorrow.

Mountain Planet is the place to discover the innovations that range from a stone-collecting machine, to snow guns that operate at positive temperatures, snow farms, grips that allow rescuers to travel along the rope, vehicles that can slide on any slope, groomers that run on electricity, all-terrain scooters, giant zip lines, original drying cabinets, «palace» type ropeways, slalom poles, helicopters, wooden furniture, waterproof jackets, a multifunctional descender, trail areas, avalanche risk signs, electronic packages on your phone... and many other innovations that build the mountain of tomorrow.

The 18 business sectors present at Mountain Planet represent dynamic sectors that are evolving every day.





3) WHAT'S NEW IN 2024

ROUNDTABLES

The trade show offers an opportunity for professionals to share their experiences through panel discussions. The Visitors, exhibitors, and the entire mountain sector benefit from valuable international insights. Each morning at 11 a.m., the panel discussion is one of the highlights of the show shaping the mountain of tomorrow. **“The New Superpowers of Data”, “CSR: An Opportunity to Seize?”, and “Customer Loyalty or the Challenge of Hyper Satisfaction”** are the three main themes of the panel discussions for the 2024 edition.

NEW VILLAGES

Four new villages are making their debut in the aisles of the Mountain Planet trade show. Catering to the needs of the sector and market trends, these four new areas are dedicated to drones, sustainable construction and renovation, the timber industry, transitions, and the circular economy.

Mountain Planet Drone Village

This year, the drone village makes its appearance, marking a significant step in integrating aerial technologies into the mountains. By bringing together renowned companies such as I-TECH, ARTECH'DRONE, INSTADRONE, ALLUMEE, and AIR COURTAGE, this physical space on the show floor will be the hub of innovation and expertise in the field of professional drones. Interest in these aerial technologies is also present within major groups such as EDF, present at the drone village, which attributes significant importance to the creation of a dedicated drone section within its general technical department.

These technologies are not limited to surveillance and mapping but also offer crucial solutions for mountain safety. Thanks to their thermal cameras and agility, drones have become valuable allies in risk prevention and the search for people in distress.

Furthermore, the drone village explores new avenues, such as the creation of environmentally friendly light shows, thus demonstrating the incredible versatility and potential of drones in varied fields such as safety, entertainment, and environmental preservation.

Significantly, state services, civil security, and police have also invested in the use of drones, employing them for surveillance, search, and rescue missions in the mountains. This initiative underscores the growing importance of drones in public safety operations and their ability to save lives in emergency situations in the mountains.

Mountain Planet Village Sustainable Construction and Renovation

The dozen companies grouped in this new village showcase their solutions for designing the mountain of tomorrow. Sustainable construction and renovation are part of a responsible approach aimed at reducing the impact of buildings on the climate and the environment.

Represented activities include: Architects / design and interior architecture offices, Construction / residences / developers, Energy savings / thermal engineering offices, Renovation / rehabilitation, Materials and eco-materials, Institutional bodies, Insulation.



Mountain Planet Wood Industry Village

Fibois AuRA and the departmental wood industry associations will be gathered in a new dedicated space for the 2024 edition of Mountain Planet. The goal is to highlight solutions using wood, especially in rehabilitation, due to a strong need regarding empty beds in ski resorts, which represent a large volume of thermal leakage.

It is noteworthy that Fibois will host two conferences during the show, one on Wednesday, April 17 at 3:00 PM on «How to Integrate Wood into Rehabilitation Projects» and another on Thursday, April 18 at 3:15 PM on «The State of Forest Health».

Mountain Planet Circular Economy Village

Continuing from the 2022 edition, the Mountain Planet trade show, labeled as a «Green Capital Event,» and ALPEXPO are increasingly committed to a CSR approach.

Mountain Planet encourages and supports mountain actors in rolling out innovative, decarbonized, and sustainable solutions. This drive promotes companies in the circular economy. That's why we decided to have a Circular Economy Village for this edition.

Mountain Planet collaborates with SoluCir, the network of circular economy players in Savoie-Mont Blanc. This network is a venue for multiple meetings. It is open to professionals, regardless of their level of expertise and progress on the subject. A real launching pad, it facilitates action through connections, a range of present solutions, and numerous success stories. In a word: it's possible!

Mountain Planet is an opportunity to show that solutions exist and can be applied to all areas of activity and territories to:

- better source raw materials, think about purchases,
- eco-design and reduce carbon footprint and impact,
- change the economic model,
- collaborate to turn one person's waste into another's resources,
- consume responsibly,
- extend product life: reuse, repair, reuse,
- and recycle!

A range of solutions for mountain actors responded to Mountain Planet's call, among them:

- Yes for Planet, for more responsible events,
- Treeconcept, for better waste management: sorting, cigarette butts...
- DAHUTS, which offers to arrange interior spaces with designer furniture made from reused wood,
- AIR coop, a collective that specializes in regional themes, eco-design, CSR...
- Ecocline, for circular economy strategies,
- Oxalis offers financial and project engineering in the field of ecological transition and social innovation,
- Environ'Alpes,
- Nok Boards,
- 3e manche...

We invite you to the new Circular Economy Village space to learn more. BOOTH 517 AISLE 5 (See the dedicated page on the CSR approach of Mountain Planet and ALPEXPO p. 21)



A NEW HIGHLIGHT

JOB DATING – THE MOUNTAIN IS HIRING! THURSDAY, APRIL 18, 2024, FROM 12 PM TO 5 PM

The Mountain Planet trade show is also an opportunity to meet companies that are hiring. A 236 m² space is entirely dedicated to this new «JOB DATING» meeting, addressing the needs of companies in the sector in constant search for new profiles and candidates. Close to the Agora, about twenty companies—such as POMA, DSF, LEITNER, TECHNOALPIN, to name a few—represented by HR managers and department heads, will present their job offers. They will be accompanied by a team of recruitment professionals from #jenesuisPASunCV and France Travail—partners for this half-day—responsible for guiding candidates looking for positions in the mountain industry. Their missions: welcome candidates, coach them, and support them.

12 STARTUPS WITH INNOVATIVE SOLUTIONS COME TO MEET PROFESSIONALS IN THE SECTOR.

La French Tech Alpes (movement federating Alpine startups), the Village by CA des Savoie (Savoie startups accelerator initiated by Crédit Agricole) and Alpes Tourisme Lab (first program supporting innovative solutions for Alpine tourism), led by French Tech Alpes Chambéry, the Village by CA des Savoie, the incubator Savoie Technolac, and the Cluster Montagne, will gather a dozen young innovative companies at the Startup Village of the Trade Show. The goal is to bring together under a common banner and a collective space, a dozen startups offering innovative solutions in favor of the challenges of mountain development faced by sector professionals.

4 startups on the French Tech Alpes side, 2 startups on the Village by CA side, and 7 winning startups of 2024 from the Alpes Tourisme Lab will present their innovations. Find notably: Natural Break, Alpes in Bike, Stepsol, Very Mountain, Arthis, Nozvat, Snooc, Take Air, Skwheel, Hydrao... as well as 3 international startups for the first time at the trade show: Provuu, Addit Value, and Ivag. (All startups can be discovered at BOOTH 365 AISLE 3)

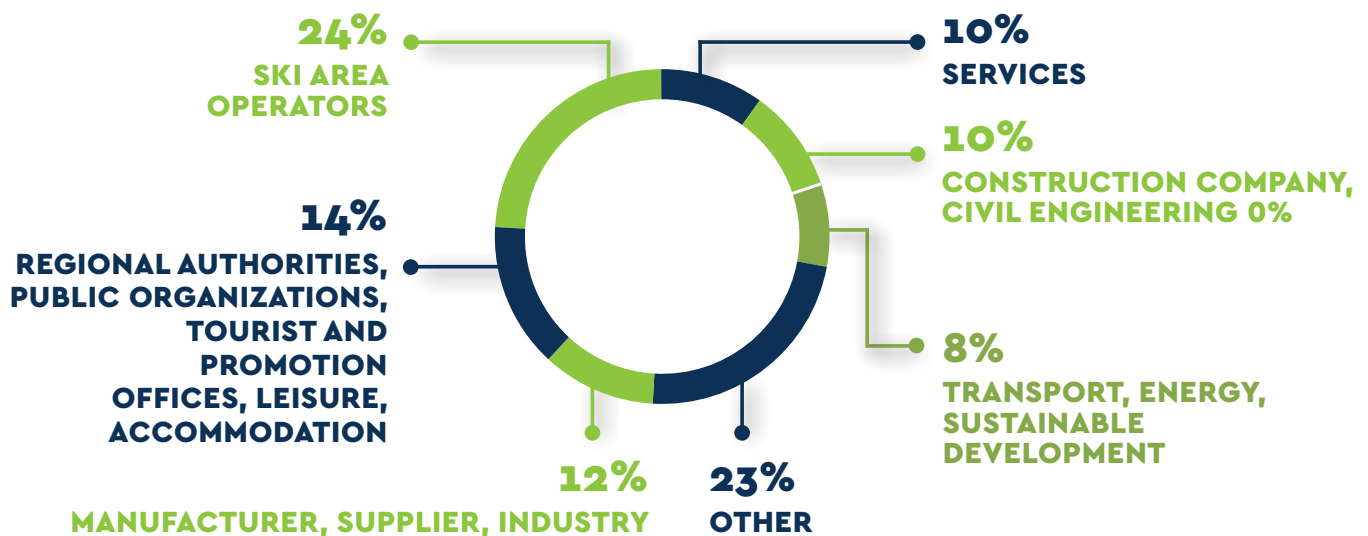


4) THE BUSINESS SECTORS PRESENT AT MOUNTAIN PLANET

Mountain Planet consists of 18 distinct business sectors covering nearly 50,000 m², with 42,000 m² indoor and 8,000m² outdoor. 900 brands from 25 countries exhibit at Mountain Planet with 20% international exhibitors and 24% new exhibitors.

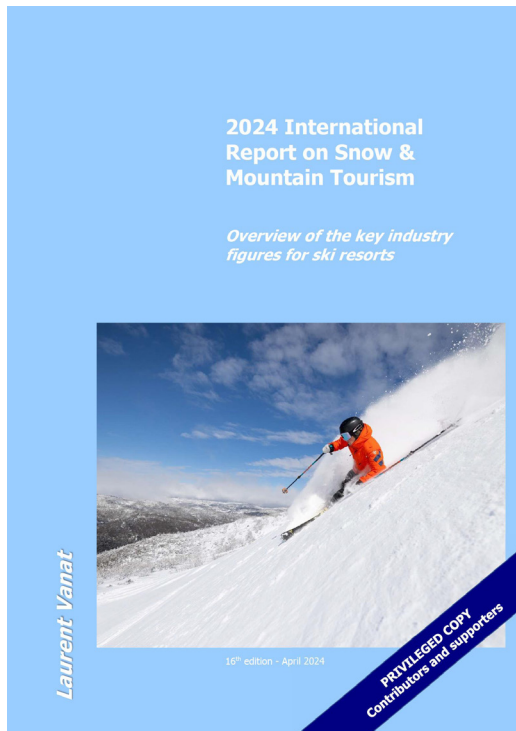
- Ski lift installations and equipment
- Snow-making and slope maintenance equipment
- Snow removal equipment and road maintenance
- Safety and rescue equipment
- Information, signage
- Equipment for development and maintenance of mountain terrain and hard-to-reach areas
- Leisure/sports: development and equipment
- Water and waste management equipment and installations
- Energy and energy transition
- Town planning, housing, hotel, environment and engineering
- Institutions and organizations involved in planning and development
- Biodiversity and environment
- Command-control, monitoring, measuring and instrumentation systems
- Mountain tourism communication and development agencies
- Aerial work by helicopter
- Transport
- Services and consulting
- Town planning, housing and engineering

► VISITORS





5) THE GLOBAL ECONOMY OF SKI RESORTS: PRESENTATION IN PREVIEW OF 2024 INTERNATIONAL REPORT ON SNOW AND MOUNTAIN TOURISM



Swiss expert Laurent Vanat will unveil his «International Report on Snow and Mountain Tourism» for the 2022/23 winter season. This annual report, called «International Report on Snow & Mountain Tourism», lists and analyses data from nearly 2,000 ski resorts in 68 countries around the world. The presentation of the report will take place at the opening of the show on Tuesday 16 April at 10am and will be broadcast live on the internet in French and English. For the past 16 years, Swiss consultant Laurent Vanat has been monitoring and analysing the global ski and mountain market by publishing his International Report on Snow and Mountain Tourism every April.

Facts, figures, investments, visits, trends, snowfall, and more: the report examines and details the ski, snow, and mountain industry and its evolution. It contains information on all destinations in the Alps and North America, new arrivals, such as China, or the less well-known destinations, such as India or Turkey. Each year, the International Report on Snow and Mountain Tourism highlights the situation, evolution trends, and potential of the ski market to help international players in the snow and mountain tourism industry meet the important challenges ahead. **See you on April 16, 2024 at 10am, at Mountain Planet** in Grenoble to get a sneak peek into the report's conclusions.

The presentation of the report will also be broadcast live on the Internet. To obtain the access link, please send an email to alex@alternativemedia.fr





6) 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.)

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.

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



7) THE MOUNTAIN INDUSTRY RECRUITS AT THE MOUNTAIN PLANET SHOW

The **MOUNTAIN PLANET** trade show will bring together the entire global mountain ecosystem (manufacturers, design and service companies, ski area operators, elected representatives, local authorities, accommodation providers, etc.).

ON RECRUTE!

Retrouvez-nous au
Salon Professionnel
MOUNTAIN PLANET

LE **JEUDI 18 AVRIL 2024**
de 12 h à 17 h
à **ALPEXPO - Grenoble**

Inscrivez-vous et
venez à la rencontre
des professionnels
de l'aménagement
en montagne

50 YEARS 1974-2024

Logos at the bottom: J'En Suis PASunCV, La Région Auvergne-Rhône-Alpes, France Travail, Cluster montagne, La Région Auvergne-Rhône-Alpes, alpexpo.

For those seeking employment to live and work in the mountains, the international MOUNTAIN PLANET expo is opening its doors for free on Thursday, April 18, from 12 PM to 5 PM, to individuals searching for jobs in the mountain development sector. This half-day event is aimed at new talents wishing to embark on meaningful careers and ensure the future of mountain territories. A multitude of companies present at the Mountain Planet trade show are in need of skills within the mountain sector. To assist candidates in their job search, Mountain Planet is partnering with #jenesuisPASunCV, a collective that challenges traditional recruitment practices <https://jenesuispasuncv.fr/qui-sommes-nous/>

An opportunity open to all candidates

To attend this «Job Dating» event on Thursday, April 18, from 12 PM to 5 PM at the Mountain Planet trade show, it's quite simple. Entry to the show is free for individuals who register in advance on the website. Just sign up on the show website at the following address: <https://www.mountain-planet.com/la-montagnerecrute/>

Meet us at ALPEXPO – Grenoble (see the different access points) on Thursday, April 18, from 12 PM to 5 PM. A 236 sqm area is entirely dedicated to this event. Close to the Agora, about twenty companies, represented by their HR managers and department heads, will present their job offers. They will be supported by a team of recruitment professionals from #jenesuisPASunCV and France Travail, tasked with guiding candidates looking for positions in the mountain sector. Their assignment is to welcome candidates, coach them, and provide support.



Covering more than a quarter of the national territory, and up to 30% of the metropolitan territory alone, French mountain ranges constitute a significant part of the national territory. In France, the mountain development sector comprises nearly 450 companies and 5,500 jobs in various sectors:

- ▶ Ropeway equipment
- ▶ Snowmaking and winter maintenance of ski slopes
- ▶ Snow clearing and winter viability
- ▶ Safety and rescue operations
- ▶ Mountain terrain planning and maintenance
- ▶ Leisure and sports
- ▶ Urban planning, housing, environment, and engineering
- ▶ Water and waste management
- ▶ Energy and energy transition...

8) PROGRAM

OF THE FAIR - (non exhaustif , arrêté au 8 avril)



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MONDAY 15 APRIL

18h30- 19h30 - HÔTEL DES TROUPES DE MONTAGNE - 5 PLACE DE VERDUN 38000 GRENOBLE
Pre-show press conference – **MEETING / CEREMONY**

TUESDAY 16 APRIL

9H00 - 9H30 - PARVIS ALPEXPO - **MEETING / CEREMONY**
Welcome of International Delegations

9H30 - HALL JM - STAND 123 ALLÉE 1 - POMA
Dévoilement de la cabine Symphony de la télécabine 3S de Jandri,
By POMA
With Fabrice BOUTET, Directeur Général de SATA GROUP

10H00 - 11H00 - AGORA - **CONFERENCE**
International Snow Tourism Report (p.9)
By Mountain Planet and Laurent VANAT

10H45 - 11H00 - ENTRÉE DU SALON ALLÉE 7 - **CÉRÉMONIE**
Ribbon Cutting (Opening ceremony) - Mountain Planet

11H00 - 12H00 - AGORA - **ROUNDTABLE**
► THE NEW SUPERPOWERS OF DATA

Real Time Mass Personalization » is the key to the future of marketing tourist destinations. Immerse yourself in a world where personalization becomes norm, thanks to data leveraging individual needs, weather, or even real-time population flows in area. Industry experts will present, the opportunities offered by the latest major developments to sell and shape the experience of future travelers.

Intervention : Thomas ISNARD (CEO Apollo Plus – France), Sébastien TRAVELLETTI (Vice-Président du conseil d'administration Magic Mountain Cooperation – Suisse), Kelly PAWLAK (CEO NSAA – USA)

Animation : Armelle SOLELHAC (PDG de Switch – France)

12H00 - 13H00 - HALL JM - STAND 809 ALLÉE 8- **MEETING / CEREMONY**
Inauguration of the Savoie Touch Collective Pavilion CCI SAVOIE

13H30 – 14H00 - HALL JM – STAND 762 ALLÉE 7 - **CONFÉRENCE DE PRESSE**
MND Press Conference

As a leading player in ropeway transport, the French group MND will unveil next-generation ropeway transport solutions designed to provide mountain industry players and public transport operators in urban and tourist environments with proven, high-performance, and Made in France mobility solutions.

Intervention : Xavier GALLOT-LAVALLÉE (CEO / Président Directeur-Général MND)

By MND

14H00 - 14H15 – AGORA - **PITCH**
Decarbonizing Mountain Territories with Hydrogen (European AMETHyST Project)

The competitiveness cluster Tenerrdis and the Auvergne-Rhône-Alpes Energy Environment Regional Agency (AURA EE) will represent France in this European Interreg project aimed at decarbonizing the alpine tourism sector through hydrogen energy. The project has three main goals: – Share knowledge on current initiatives in green and low-carbon hydrogen – Explore, support, and assess green H2 applications and those with low carbon intensity across six alpine pilot territories. Define a support service for communities and stakeholders of these projects. – Guide public authorities to enhance their existing energy and climate planning instruments and incorporate H2 into local energy policies.

By: Mountain Planet

Animation : TENERRDIS

Intervention : Flavie Rebotier, Estelle Périnel

**14H15 – 14H30 - AGORA - *PITCH*****Selling the mountains differently” NEXT by e-Liberty, the 1st digitalization solution driven by AI and supervised by humans**

We all share the same observation: the mountain is hard to sell. There are many reasons for this: diversification of practices, climate change, a static business model, sales that are too technical, too time-consuming and too costly, very uneven visitor numbers throughout the season, increase in operating costs, etc. After 3 years' research and implementation, NEXT by e-Liberty uses AI to revolutionise sales of mountain resorts.

Animation: E-Liberty Services

Intervention: Antoine Fayard

By: Mountain Planet

14H30 - 15H30 - AGORA – *CONFÉRENCE***«How the Construction Sector is a Player in Environmental Transitions»**

Presentation of the decarbonization roadmap and the decarbonization levers to be rolled out to achieve climate objectives. The construction sector is at the heart of the ecological transition strategy. It accounts for 25% of France's annual carbon footprint, 20% of greenhouse gas emissions, and 45% of consumed energy.

The environmental impacts of the construction value chain result from the decisions and actions of not only construction players but also building users.

A roadmap has been developed with a synthesis of 25 levers that should be activated, proposed by industry stakeholders and covering five axes.

By: Editions Cosy & Cluster Éco-Bâtiment

Intervention : Marie-Soriya AO

15h00 - 15h30 - HALL JM - STAND 701 ALLÉE 7 - *PRESS CONFERENCE***Press Conference Handi Ski World Cup 2024**

By: Région Auvergne-Rhône-Alpes

Intervention : Région – L.FAURE

15H30 - 16H30 - AGORA - *CONFÉRENCE***The Future of Mountain Resorts**

Initially summer-focused, with spa tourism and mountaineering, the practice of mountain tourism for sports and leisure became predominantly winter-oriented from the 1950s onwards. The development of ski resorts in the 1960s and 1970s, thanks to the State's Snow Plans, undoubtedly brought a modern twist to the mountains and preserved jobs, while contributing to profound changes in the affected local societies. A new era begins in this decade of 2020, due in particular to climate changes, management of the leisure real estate park, new expectations of customers and resident populations, but also the investment and management capacities of private operators and local communities. Beyond the touristic diversification of Alpine territories—a major goal for local actors—the “mountain resort of tomorrow” remains to be invented, and it can take various forms. In this round table, researchers, local elected officials, representatives of the economic and associative world propose to share their knowledge and inspiring experiences to envision the resorts of tomorrow.

By: ANCT (Agence Nationale de la cohésion des Territoires)

Interventions : Emmanuelle George (Chercheur en économie des transitions touristiques, INRAE - LESSEM) - Hugues François (Chercheur à l'INRAE) - Anne Lenfant (Présidente de la communauté de communes Cœur de Chartreuse) - Antoine Pin (Directeur de Protect Our Winter) - Vincent Wauters (Président du Groupe Rossignol)

16h30 - 17h45 - AGORA - *CONFÉRENCES***Transition: Territories in Action!**

Territories act on several levels through initiatives such as Flocon Vert, Montagne Zéro Déchet program, and Cluster Montagne Labs



Indeed, by combining approaches and experiments, at different scopes of mobilization, concrete actions take root and accelerate in the territory, enabling a real dynamic of transition.

By : Mountain Riders and Cluster Montagne

Animation / Modérateur : Pierre-François ADAM, Antoine CHOUVELLON

17H45 - 18H00 - AGORA - PITCH

Beyond the Slopes: The Electric Ski Redefining Outdoor Adventure

The Skwheel-One revolutionizes electric mobility by enabling skiing on any surface and in any season. These versatile electric skis offer a unique gliding experience, turning every journey into an exciting adventure. Join us to discover this innovation that redefines the standards of eco-friendly mobility and opens up new possibilities for sports enthusiasts.

Animation: E-line

Intervention: Romain Massebeuf (Co-founder & Head of Operations at Skwheel)

By: Mountain Planet

18H30 - 21H00 SUMMUM - MEETING / CEREMONY

Mountain Planet 50th Cocktail

By: Mountain Planet

MERCREDI 17 AVRIL

8h30 - HALL JM - STAND 701 ALLÉE 7 - MEETING / CEREMONY

Handicap Club breakfast

By : Région Auvergne-Rhône-Alpes – L.FAURE

9H00 - 12H00 - SALON CHAMROUSSE - OUTSIDE EVENT

China (Guizhou) Culture, Sports, Healthcare and Tourism Equipment Industry Investment Promotion Conference

By : Province de Guizhou

Intervenants / Speakers : Lu YONGZHENG

9H00 - 19H00 - STAND 182 ALLÉE 1 - OUTSIDE EVENT

SKI Fit 360 indoor Slalom Race for Mountain Planet 2024 visitors and exhibitors.

By : SKI Fit 360 Simulators

9H30 - 9H45 - AGORA - PITCH

«Never has the tracking of safety equipment been so effective. »

How to simplify and make reliable the identification and tracking of all operations throughout the life cycle of security equipment through NFC technology and artificial intelligence, to make organizations efficient.

Animation : Cabesto

Intervention : Rémy Prud'homme

9H45 - 10H00 – AGORA - PITCH

« HVO100 from TotalEnergies: biofuel to reduce your CO2 emissions and contribute to decarbonization. »

TotalEnergies, a historic player in biofuels, will present to you all the advantages of very cold HVO100 biofuel (hydrotreated vegetable oil), to decarbonize the mountain sector. This synthetic fuel exists in an on-road version (comparable to diesel) for motorized vehicles and off-road (equivalent to GNR) for non-road uses such as construction or agricultural machinery, snow groomers on ski slopes, generators. The logistical strength of our subsidiary TotalEnergies Proxi Sud-Est, unique in the heart of the Alps, guarantees you a reliable and secure supply of very cold HVO that perfectly meets your personalized specifications, summer and winter.

Animation : TotalEnergies Proxi Sud Est

Interventions : Valérie Laugier (Dirigeante de la filiale TotalEnergies Proxi Sud-Est)



10H00 - 11H00 - AGORA - **CONFÉRENCE**

Leisure Real Estate: The Challenges of Energy Renovation

Current discussions on a possible extension of energy performance obligations to tourist furnished rentals shed new light on leisure real estate. Given the considerable challenges in fighting climate change, it is legitimate for the leisure real estate sector to contribute to the national effort to reduce greenhouse gas emissions. However, extending these obligations inevitably poses challenges in terms of financing, timelines, and tourism-related consequences. <https://www.anem.fr/mountain-planet-2024-table-ronde-de-lanem-sur-limmobilier-de-loisirs-les-enjeux-de-la-renovation-energetique/>

By : ANEM

Interventions : *Pascale Boyer (députée des Hautes-Alpes, présidente de l'ANEM) ; Claude Jay (maire de Les Belleville, commune support des stations des Ménuires et de Val Thorens) ; Sylvain Charlot (délégué montagne chez ATOUT France) ; Alexandre Maulin (Vice-Président de la CAT (Confédération des Acteurs du Tourisme) et Président de DSF (Domaines Skiables de France)) ; Jean-Marc Filippini (co-fondateur de MMV, spécialiste des vacances Club en résidence à la montagne et filiale de la Compagnie des Alpes (CDA), et Directeur RSE de la Business Unit Hébergement et Distribution de la Compagnie des Alpes))*

11H00 - 11H15 - HALL JM - STAND 408 ALLÉE 4 - **MEETING / CEREMONY**

Signature with Les Diablerets ski resort

Bluecime, a start-up specializing in improving the safety, operation, and energy efficiency of aerial ropeways, is pleased to sign official partnerships with the Swiss resort of Les Diablerets (Wednesday 17/04 at 11 am) and with SATA group, the operator of Alpe d'Huez and Les 2 Alpes (Wednesday 17/04 at 4 pm). This underlines the attractiveness of the innovative 100% French solutions developed by the company for over eight years, and confirms its dynamism in France and internationally.

By : Bluecime

Intervention : *Didier Détraz*

11H00 - 12H00 - AGORA - **ROUNDTABLE**

► **CSR: AN OPPORTUNITY TO SEIZE ?**

Corporate Social Responsibility: CSR. Three letters that spark interest and just as many questions when starting this voluntary process. What are the benefits? Where to begin? What resources need to be implanted? Is the tourism economy genuinely compatible with CSR? And is this the right time to embark on this journey? Companies share insights into the benefits of CSR for their future, that of their employees, and their environment.

Interventions : *Laure JARLAUD (Responsable RSE du groupe Rossignol – France), Fabienne CARROSCO (Directrice RSE & Finance chez MMV – France), Marie-Clémence VALLIER (Responsable QSE du domaine des Arcs – France)*

Animation : *Armelle SOLELHAC (PDG de Switch – France)*

12H00 - 12H15 - AGORA - **PITCH**

GRIPTOP by Saint-Gobain PAM, a high-grip road plate

Saint-Gobain PAM has developed a high-grip road surface, GRIPTOP, to improve road safety, particularly for two-wheelers whose contact surface is minimal. Noting the increased dangers in certain areas such as roundabouts and bends, where manhole covers are unavoidable, the solution offers an anti-slip coating tested for its durability and effectiveness, exceeding safety requirements. After successful testing, including extended use, GRIPTOP won a Road Safety Innovation Award in 2021.

By : MOUNTAIN PLANET

Animation : *Saint-Gobain PAM*

Intervention : *Arnaud Cuny (Responsable Marketing Voirie chez Saint-Gobain PAM)*

13H00 - 14H00 HALL JM - STAND 254 ALLÉE 2 - **MEETING / CEREMONY**

Inauguration of the "Dutch Pavillon"

By : NBSO



13H15 - 14H15 - HALL JM - STAND 739 ALLÉE 7 - OUTSIDE EVENT

Sustainable CIMES Awards Presentation

By: ANMSM

14H00 - 15H00 - AGORA - CONFERENCE

Carbon Zero: The Mountain at the Heart of Change

Discover the transition to a low-carbon world with our awareness workshop. Join this session to understand the critical role businesses play, learn about the challenges of measuring and reducing greenhouse gas emissions, and explore our simplified diagnostic tool. Commit to a tangible low-carbon future with "Mission Carb 0," a European project supported by 11 French and Italian partners..

Par : CCI de Savoie

Intervention : Loriane Guyot (Conseillère en décarbonation au sein de la CCI de Savoie)

14H00 - HALL JM - STAND 123 ALLÉE 1

Discover the Aérolive experience at La Plagne

By: POMA

In the presence of Nicolas PROVENDIE, Directeur Général SAP

14h30 - HALL JM - STAND 701 ALLÉE 7 - CONFERENCE

Accessible tourism

By: Région Auvergne-Rhône-Alpes

Intervention : Région – L.FAURE

15H00 - 16H00 - AGORA - CONFERENCE

« How to Integrate Wood into Rehabilitation Projects »

Rehabilitation is a major challenge for the future, and wood, a material with low CO2 emissions, has an undeniable place in how projects are designed. How can wood be used? What are the possibilities? This conference will answer all these questions and provide tangible use cases.

By: FIBOIS AUVERGNE RHÔNE ALPES

Intervention : Zacharie Faure ; Bruno Piroux

15H15 – 15H45 – HALL JM – STAND 160 Allée 1

TRICOLOR launch – professional technical clothing

Supplier of technical clothing solutions, Zone Alpine Pro will officially launch TRICOLOR, a new French brand of eco-designed, high-performance, made-in-Europe clothing for mountain professionals. Spotlight on three pioneering organizations in team and employee uniforms, which have made a strategic choice by embracing the subject.

Press contact: Jonas Herry – Tel 06 30 43 49 48 – email info@tricolor.eco

By: TRICOLOR - SATELC La Clusaz - ESF Val Thorens

Intervention : Jonas Herry, Bertrand Roy, Jean-Christophe Hoff, Kevin Berthon

16H00 - 16H15 HALL JM - STAND 408 ALLÉE 4 - OUTSIDE EVENT

Signature with SATA Group, operator of the Alpe d'Huez ski resort

Bluecime, a start-up specializing in improving the safety, operation, and energy efficiency of aerial ropeways, is pleased to sign official partnerships with the Swiss resort of Les Diablerets (Wednesday 17/04 at 11 am) and with SATA group, the operator of Alpe d'Huez and Les 2 Alpes (Wednesday 17/04 at 4 pm). This underlines the attractiveness of the innovative 100% French solutions developed by the company for over eight years, and confirms its dynamism in France and internationally.

By: Bluecime

Intervention : Yann Carrel

16H00 - 17H00 - AGORA - CONFERENCE

Creating a Circular Economy within a Ski Area

What is the circular economy? Is it applicable to a ski area? What actions can be implemented? We will answer all these questions with Patrick Arnaud, director of Serre Chevalier, who has done his homework into the topic!

By: Solucir

Interventions : Patrick Arnaud ; Mélisse Carcassonne (Fondatrice, ingénieure en économie circulaire)

**17H00 - 17H45 - AGORA - CONFERENCE****Hydroelectricity and Integration into Territories****18**

Hydroelectricity, the leading renewable energy, is controllable, flexible, storable, and its integration into the Alpine territories raises several challenges, including environmental, social, and economic issues.

How can we reconcile and develop the multiple uses of water, especially in the mountains, for example, balancing the water for snowmaking and for electric power generation?

Ecological continuity and consultation, water-related developments, economic growth...

Exchanges, testimonials, and diverse perspectives from a collective of companies gathered around Hydro 21, the first hydro cluster, represented by ARTELIA, CIC ORIO, CNR, EDF, HYDROCOP,

By: Hydro 21

Animation : Marie-Hélène Boissieux (Fondatrice Dirigeante du cabinet Adeo)

Intervention : EDF ; CNR ; ARTELIA ; GE

THURSDAY 18 APRIL**9H00 - 19H00 - STAND 182 ALLÉE 1 - OUTSIDE EVENT****SKI Fit 360 indoor Slalom Race**

For Mountain Planet 2024 visitors and exhibitors

By : SKI Fit 360 Simulators

09H15 - 10H00 - AGORA - CONFERENCE**« Recruiting Differently to Boost Attractiveness »**

Today, all companies face the same issue: attractiveness. Nearly seven out of ten recruitments are deemed difficult by companies. They wonder how to attract the necessary skills for their development? So, faced with these difficulties, should companies now recruit differently? And if so, what does "differently" mean? Yann Bustos, Director of Development at jenesuisPASunCV, an inclusive recruitment agency, will share his viewpoint, provide advice, and answer all your questions. Before recruiting differently, you have to start by recruiting correctly.

By : jenesuisPASunCV

Animation : Marie-Hélène Boissieux (Fondatrice Dirigeante du cabinet Adeo)

Intervention : Yann Bustos (Directeur du Développement chez JENESUISPASUNCV)

10H00 - 11H00 - AGORA - CONFÉRENCE**« Economic Diversification of Mountain Areas »**

Climate change is the new paradigm we are all committed to for several generations. Beyond the already initiated touristic diversification in the mountains to reduce valleys' dependency on ski-related revenues, the entire development model of the valleys needs to be re-evaluated and transformed. The goal is to anticipate and gradually prepare transitions within the area, combining high-altitude resorts and valleys. The renewal of small urban and rural centers at the heart of our valleys, objectives of food and energy sovereignty, or the new industrial territories and green reindustrialization are all opportunities to diversify mountain territories. Our institutional environment is now greatly decentralized, conferring broad responsibilities to local actors, both institutional and economic. Some have already embarked on this new path, especially Alpine companies engaged in the Climate Business Convention. This round table highlights the inspiring decisions and actions of institutional representatives or local economic actors.

By : ANCT (Agence Nationale de la Cohésion des Territoires)

Intervention : Jacques Adenot, Isabelle Bouleau, Grégory Martin, Sébastien Bochet, Didier Bic, Jean-Baptiste Gueusquin, Annabelle Lavergne

10H00 - 12H00 - SALLE AUTRANS - OUTSIDE EVENT**Meetings of the Snow and Weather Network**

By : Météo-France, ANMSM

11H00 - 12H30 - SALLE VILLARD-DE-LANS - OUTSIDE EVENT**Meeting of Industrial and Business Territories of the CEC of the Alps**

By: ANCT



19

11H00 - 12H00 - AGORA - **ROUNDTABLE**

► **CUSTOMER LOYALTY OR THE CHALLENGE OF HYPER SATISFACTION**

Discover the secrets to delight and retain the most demanding travelers in a world where competition among tourist destinations is intensifying. Panelists will decipher innovative strategies and tools they use to surpass expectations and retain a clientele eager for memorable experiences.

By: Mountain Planet

Animation : Marie-Hélène Boissieux

Intervention : Estelle Verdier (Director Decathlon Travel), Julie Charrier, Peter van der Schans (Executive Director and Vice President IAAPA EMEA)

12H00 - 13H00 - AGORA - **CONFÉRENCE**

Mountain Planet Trophies: 50 Years of Innovations

This year, Mountain Planet, the international trade show for mountain planning and development, celebrates its 50th anniversary. To mark this anniversary, the Mountain Planet Trophies will be awarded, a ceremony honoring the innovations of the show's exhibitors. Exhibitors can enter in one of five categories: mobility, biodiversity/sustainable development, diversification, tourism, digital/customer journey.

By: Mountain Planet & Montagne Leaders

12H00 - 17H00 - HALL JM - STAND 184 ALLÉE 1

JOB DATING

Par : MOUNTAIN PLANET

Animation : jenesuisPASunCV

13H45 - 14H00 - AGORA - **PITCH**

Paperless, four-season mountain resort experience: Avoriaz is an innovation laboratory

In a move towards sustainability, Avoriaz has entrusted Resalocal with the task of creating the information tools needed to make the transition to paperless information. As well as reducing printing, we'll be taking a look at these four-season reception facilities, which offer a destination experience 365 days a year.

By: MOUNTAIN PLANET

Animation : Resalocal

Interventions : Charles Rodet, Sébastien Mérignargues

14H00 - 14H15 - AGORA - **PITCH**

« DAT'MOUNTAIN – Monitoring of ski area resources »

SEIREL Automatismes and SATELC – LA CLUSAZ ski resort present the Dat'Mountain solution which allows you to monitor and manage ski area resources. This 4.0 solution collects energy and process data in real time, which makes it possible to optimize operations with recommendations for eco-driving and load shedding.

By: MOUNTAIN PLANET

Animation : SEIREL

Interventions : Philippe Pellissier ; Thibault Francou

14H00 - 17H00 - SALON DES MÉDAILLÉS - OUTSIDE EVENT

France Montagne Digital Club

By: Mountain Planet

14H00 - 16H00 - SALLE VILLARD-DE-LANS - OUTSIDE EVENT

Permanent Commission of the Alpine Massif Committee

By: ANCT

14H00 - 18H00 - SALLE CHAMROUSSE - OUTSIDE EVENT

ANENA Annual General Meeting

By: ANENA



14H15 - 15H15 - AGORA - CONFERENCE

CSRD, A Structuring Tool to Build Your CSR Strategy

Applicable from 1 January 2024, the aim of this new European regulation is to integrate sustainability into companies' business models in order to speed up adaptation to global challenges and anticipate the socio-economic changes that companies will have to face in the future. The CSRD, which stands for Corporate Sustainability Report Directive, replaces the DPEF (Déclaration de Performance Extra-financière, or Extra-Financial Performance Declaration) by proposing a precise and demanding reference framework for harmonising extra-financial reporting in order to assess the ESG (Environment, Social and Governance) performance of companies. But beyond the regulatory and mandatory nature of the publication, the CSRD is a real revolution in its approach to supporting companies in their transformation and the deployment of their CSR policy. Whether you are directly subject to the directive, or indirectly through funding bodies or as a stakeholder in the companies concerned, or whether you wish to anticipate the CSRD, this round table will provide you with the 1st keys to reading the regulations to enrich your thinking and thematic testimonies to shed light on the priority subjects with :

- The integration of CSRD and in-house management of energy, transport and resources, with Peggy Deutsch, Managing Director of Conductix Wampfler.
- Decarbonisation, the CSRD's 1st transition plan.

By: Into the Wild

Intervention: Ariane Martin (INTO THE WILD - AGENCE INNOVATION RESPONSABLE)

15H15 - 16H15 - AGORA - CONFÉRENCE

«The State of Forest Health»

The State of Forest Health

The forest of tomorrow will be increasingly impacted by climate change. This can already be observed with many species dying from drought, diseases, and insect attacks. Spruce, in particular, is suffering from an epidemic: the devastating bark beetle is spreading fast throughout our forests. What is the impacted volume? What are the solutions to remedy this? A complete overview will be given of the current health of forests.

By: FIBOIS AUVERGNE RHÔNE ALPES

Interventions: Olivier Baudet ; Gilles Demoulin



9) OUR CSR COMMITMENT



MOUNTAIN PLANET PLAYS A PIVOTAL ROLE IN UNITING AND GUIDING MOUNTAIN INDUSTRY STAKEHOLDERS TOWARDS ADOPTING INNOVATIVE, CARBON-CONSCIOUS, AND SUSTAINABLE PRACTICES.

The platform is instrumental in fostering a collective eco-responsible ethos. Although there's still much progress to be made, we've implemented eco-friendly communication strategies, made more mindful purchasing decisions, and cut down on waste. Additionally, we've established the most eco-efficient logistics feasible. In recognition of these efforts, the 25th edition of the Mountain Planet trade show was honored with the «European Green Capital Event» label in 2022. ALPEXPO is now embarking on a journey towards Iso 20121 certification.

OUR ACTIONS

More sustainable communications

- > Reasonable printing of all our communication media (brochures, flyers, maps, invitation cards, press kits) on 100% recycled or PEFC-derived paper.
- > Online electronic registration for exhibitors and visitors.
- > Dematerialization of numerous exhibitor and visitor communication tools.
- > Creation in 2023 of a new eco-designed website (in terms of design, content, development, hosting, and accessibility).

Éco-design

- > Use of recyclable materials for small-scale show signage.
- > Integration of recyclable materials in the design of equipped booths and general amenity areas.
- > Introduction of recyclable cardboard badge holders.



> Provision of eco-friendly booths for exhibitors, which are environmentally friendly, entirely made of wood, and 100% recyclable.

The event industry is known for its high energy consumption, prompting us to implement measures to mitigate its detrimental effects on sustainable development. Mountain Planet has partnered with the Isère-based company «Déplacer les Montagnes» (Moving Mountains), which offers layout solutions and customizable, modular booths designed with sustainable development, circular economy, and short supply chains in France in mind. As an example, «Déplacer les Montagnes» produces 85% of its offerings using French wood, including fir trees from the Alps or the Morvan region. The furniture created is intended for use for a minimum of three years (by contract), after which the majority of the materials used in the creations are recycled and/or reused. The company places great importance on leaving no waste behind at the end of the trade show.

Transport

> Promote the eco-responsible hotel and transport booking platform that calculates and values the micro impact of exhibitors and visitors by offsetting it.

Carpooling

> Promotion of carpooling via the TOGETZER Platform

Togetzer encourages visitors to carpool from wherever they are starting their journey. They can offer spaces in a vehicle or look for a space as a passenger in someone else's vehicle, facilitating a more sustainable and communal approach to attending the event.

> Promote the use of soft mobility.

Waste sorting

Waste sorting during set-up, show operations, and dismantling, with recovery of recyclable materials.

ALPEXPO, A COMMITTED EVENT PARK

ALPEXPO, le parc événementiel accueillant le salon Mountain Planet, a rejoint en 2023 le collectif d'entreprises CEC – Convention des Entreprises pour le Climat – une association reconnue d'intérêt général. Sa vocation est de réunir et sensibiliser les dirigeants d'entreprises lors de parcours de prise de conscience face aux enjeux environnementaux, sociaux et sociétaux.

“The CEC aims to propose a roadmap to change our business model, help us structure our CSR approach, and set up indicators to become a more responsible and regenerative company, with positive environmental and social impacts. “

Jérôme Riff – General Manager, Alpexpo



10) THE FRENCH MOUNTAIN ECONOMY IN FIGURES

INVESTMENTS AND EXPENSES

The budget of a ski area company primarily consists of personnel expenses (30% of the budget for private companies, 50% for public companies), followed by taxes, duties, and contributions (20%) and the amortization of work tools: ski lifts, grooming machines, snowmaking infrastructures (20%)m etc. The average profit margin for private companies is 7.5%. For small public ski areas, it's generally negative if the company covers investment costs. With significant gross operating surpluses, ski area companies must constantly renew their infrastructures to stay competitive, necessitating substantial investments. The average cost of a detachable grip ropeway (chairlift or gondola) is €7 million ex VAT. For a fixed-grip chairlift: €3 million ex VAT. For a grooming machine: €400,000 ex VAT. The cost of this equipment is rising faster than ski pass prices, creating tension on operating accounts.

French ski areas invest an average of €350 million annually, accounting for 25% to 30% of their revenue.

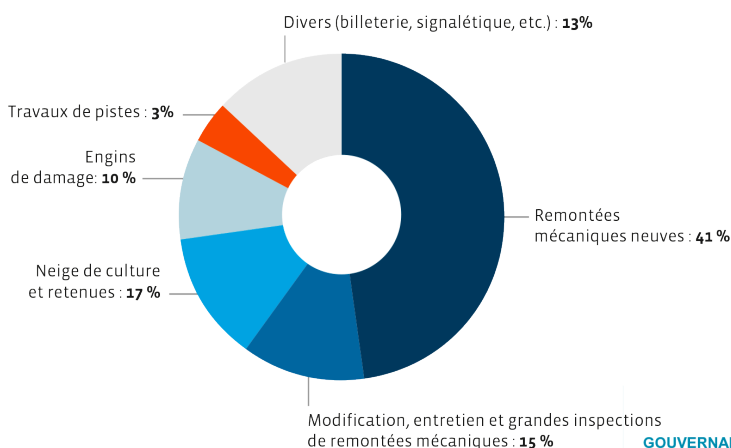
Ropeways remain the main investment area (>50%).

Regarding the sustainable development aspect of all expenses (as defined by COP21, <https://biomattitude.com/>), most ski area expenditures are sustainable development expenses.

Investissement moyen sur la
période 2016 à 2019 :

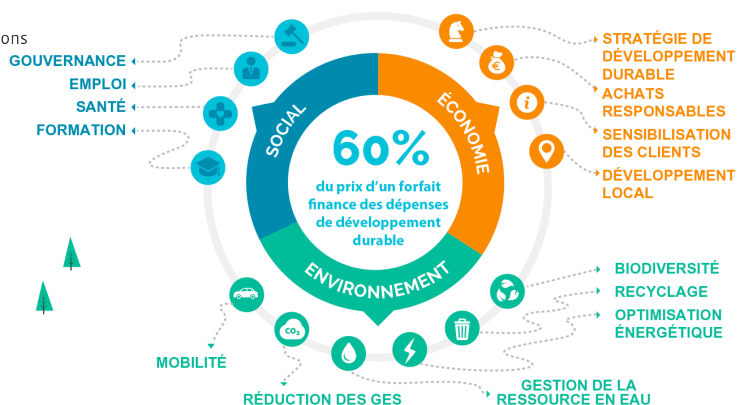
379 millions d'euros HT par an

Source: Montagne Leaders, Domaines Skiables de
France, Atout France



7 millions d'euros : c'est le prix
d'un télésiège débrayable

**60% du prix d'un forfait de
ski finance des dépenses de
développement durable**





11) FRENCH SKI AREAS INVESTED €546 MILLION IN 2023

March 2024 - The total investments for the year 2023, determined by the annual survey conducted by Montagne Leaders magazine, in partnership with Atout France and Domaines Skiables de France, amounted to €546 million (compared to €380 million in 2022). This figure is significant, especially in an inflationary economy.

As mentioned, inflation has also impacted the mountain regions, with investments in 2023 notably affected by the construction of the 3S gondola at Les Deux Alpes, an unusually large project that accounted for nearly €100 million of that year alone, nearly 30% of the total new ski lift investments amounting to €333.15 million for 2023. It's worth noting that ropeways contribute to the diversification of mountain resorts, as they are increasingly designed and used for non-ski activities during summer.

In its analysis, Atout France suggests a careful consideration of the total number of new ropeway installations, noting a reduction in the volume of new constructions and a substantial increase in their value.

Another notable trend is the shift in investment focus. Budgets for non-ski leisure equipment continue to rise, unlike more traditional areas such as slope construction.

The installation of sledge runs and zip lines continues, particularly in regions more affected by climate change. «The year 2023 demonstrates that our sector is investing in an increasingly diversified future,» notes Alexandre Maulin, president of DSF. «Following a satisfactory 2022-2023 season, operators have launched unprecedented volumes of new features and improvements to continue adapting the service offerings, with significant shifts. The anxiety caused by COVID is well behind us, and each resort is focusing on both diversification and the consolidation of skiing, at their own levels. The segmentation by resort size also shows that in smaller resorts, diversification investments now exceed those in snow production. Everywhere, ski area operators are leading the charge in a variety of diversification activities. They remain a marker of economically fertile territories, allowing everyone to live and work in their region.»

The full survey can be found in issue 300 of Montagne Leaders published on February 23 at www.montagneleaders.fr





12) ROPEWAY INSTALLATIONS IN FRANCE

The French ropeway fleet consists of **3,040** installations as follows:

- 872 chairlifts
- 169 gondolas
- 54 other aerial ropeways
- 1 911 surface lifts
- 34 others

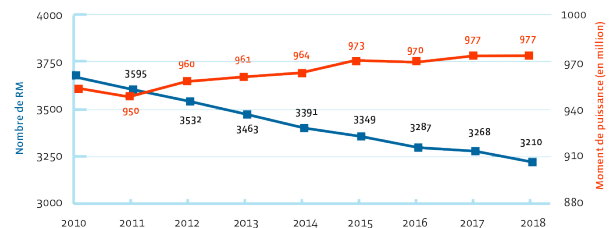
(Source STRMTG as of 08/31/2021):

It's worth noting that this number has been steadily decreasing since 2010, from 3,700 in 2010 to 3,040 in 2022 (-17.8%). However, the total transport capacity of the ropeway fleet, measured by moment of power, continues to grow, reflecting operators' efforts to rationalize their fleet.

The 3,040 French ropeways are concentrated on 312 sites (ski resorts, tourist sites, urban services, or other sites).

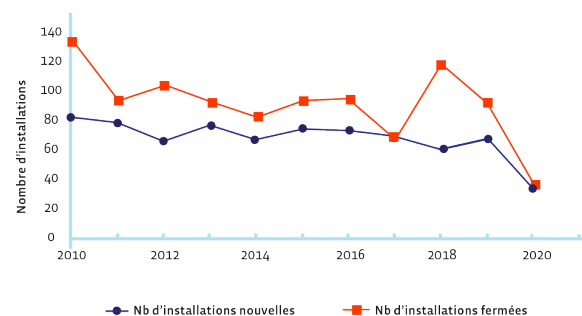
The term «aerial ropeway» includes bicable and monocable ropeways (gondolas and chairlifts). The term surface lift includes rod surface lifts (fixed or detachable), with ropes, reels or low rope. Other ropeway installations include funicular railways, inclined elevators, and rack railways. The French fleet represents almost 15% of the world's entire fleet.

Less ski lifts for more transport capacity

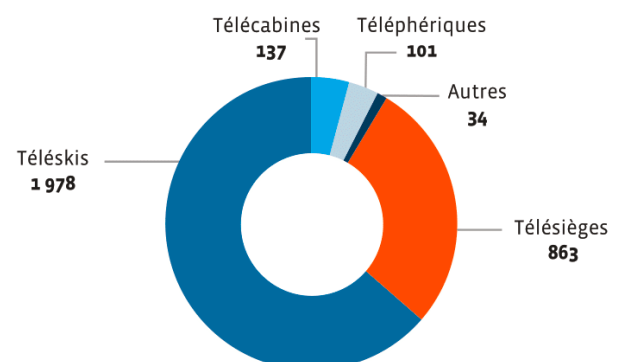


La baisse du nombre total de remontées mécaniques est la traduction logique du remplacement des installations anciennes par des installations nouvelles généralement plus puissantes

Evolution compared of the number of closed and new installations over the last 10 years



Average investment from 2016 to 2019: €379 million ex VAT per year

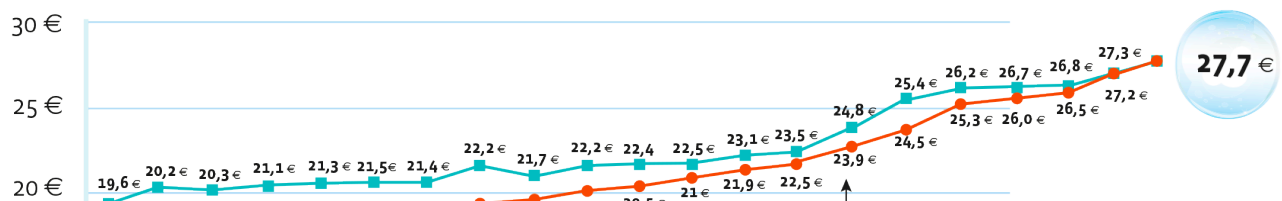




13) SKI PASS PRICES IN DETAIL

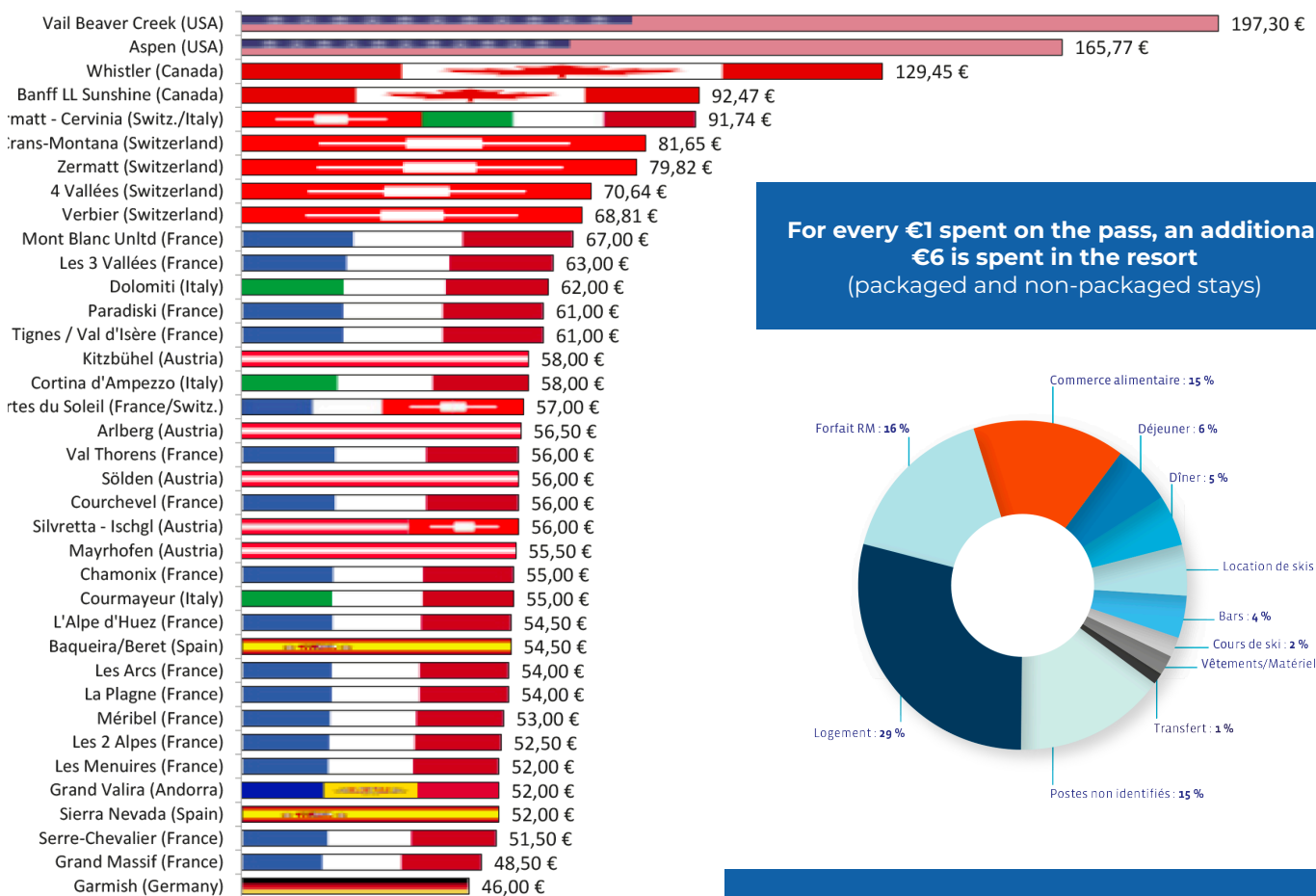
France boasts one of the largest and most modern ski areas in the world, and its ski passes are among the least expensive globally.

Average revenue including VAT per skier day
since 2000 in current euros and constant euros



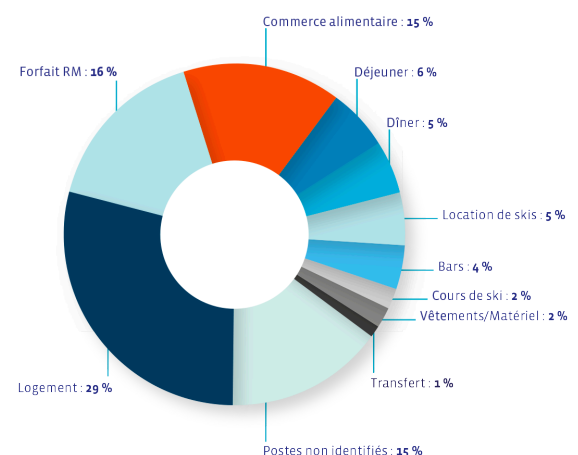
1-day pass - 2019/2020

Rates as of 12/09/19: 1 € = 1.09 CHF = 1.11 USD = 1.46 CAD



Source : Eric Bonnel, Val Thorens

For every €1 spent on the pass, an additional
€6 is spent in the resort
(packaged and non-packaged stays)



Breakdown of skiing expenses,
excluding packaged stays



14) SNOW AND SNOWMAKERS IN EUROPE

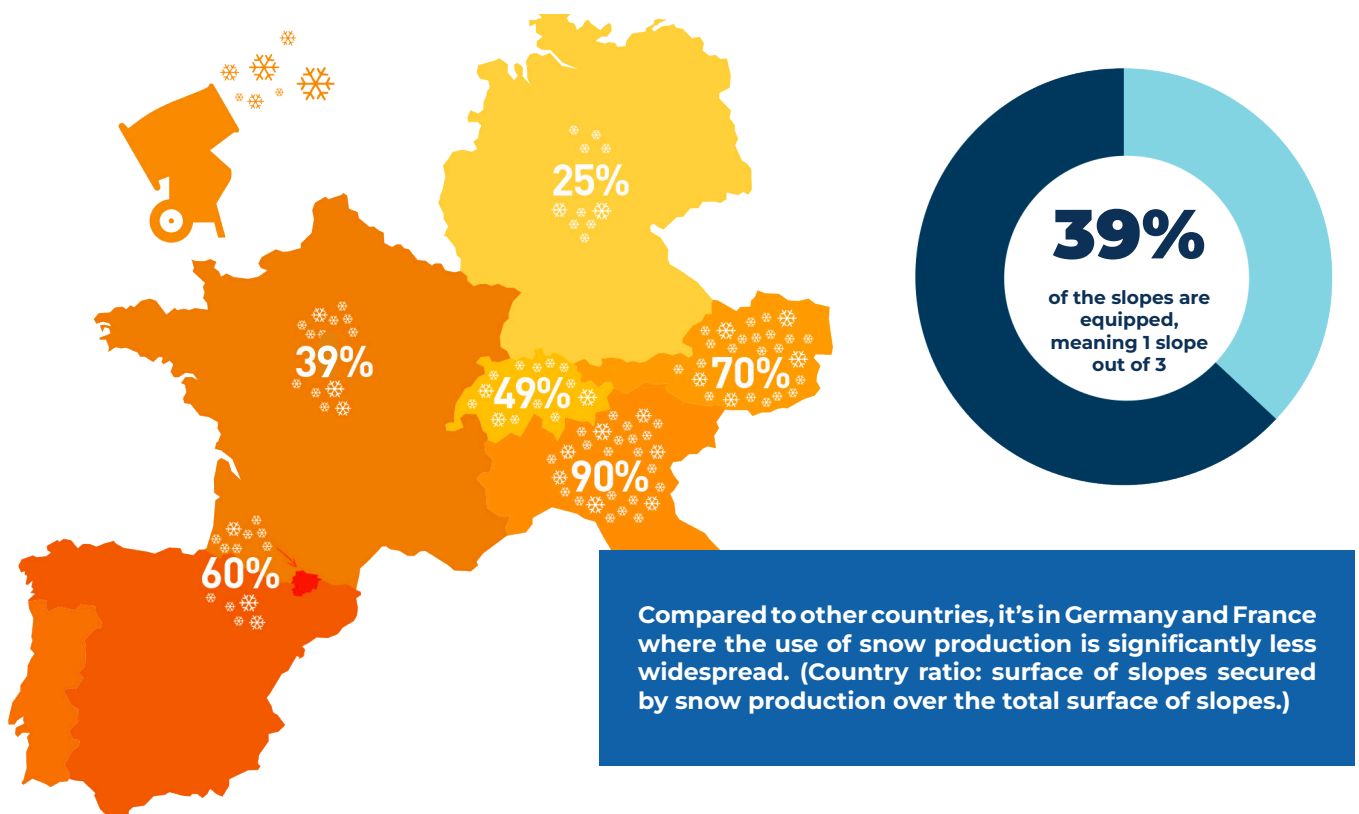
Snow production ensures the opening of resorts and reduces exposure to weather uncertainties throughout the season. French ski areas cover 160,000 hectares, with about 26,000 ha of alpine ski slopes. 39% of the total slope surface in France is secured by snow production. With 39%, France has the lowest percentage in Europe, compared to 90% in Northern Italy, 49% in Switzerland, and 70% in Austria. Over the past ten years, France has invested half as much as Austria in snow production.

DISTRIBUTION OF SNOWMAKERS IN FRANCE

Ski slopes are equipped with three times more lances than fan guns:

- Lances 75%
- Fan guns 25%

Compared to the first generations of snowmakers from the late 90s, the energy consumed by «lance» type snowmakers has been reduced by tenfold.





15) BEYOND THE WALLS



MOUNTAIN PLANET MAKES ITS MARK IN THE CITY

At the initiative of its president Nathalie Béranger and Christian Laval, Marketing Director of Poma, the Mountain Planet trade show is making a splash in Grenoble with a massive banner on the Grenoble Aerial Ropeway's departure station and a Tram fully decorated in Mountain Planet's colors.

MOUNTAIN PLANET DINES ON THE TOWN

For exhibitors and visitors, the Mountain Planet trade show has enlisted about thirty restaurants and bars located in downtown Grenoble and its outskirts to partner with the trade show to best welcome exhibitors and visitors. All the establishments will be decorated in the trade show's colors. Hostesses from the Grenoble Tourist Office will be available to make reservations from the trade show for those who wish.

A digital guide created in collaboration with Inside, the magazine for Grenoble's locals, details all the establishments. This guide is accessible on the trade show's website and the visitor's area or by scanning the QR Code.

Ms. Nathalie BÉRANGER

president of ALPEXPO, co-president of the international trade show MOUNTAIN PLANET

&

Général Lionel CATAR

commander of the 27th Mountain Infantry Brigade,

are pleased to invite you to the inaugural ceremony and press conference
«Preview of the international trade show MOUNTAIN PLANET»

MONDAY, APRIL 15, 2024, AT 6:30 PM

in the salons of the Hôtel des Troupes de Montagne
5 Place de Verdun - 38000 Grenoble



16) THE INTERNATIONAL ORGANIZATION FOR ROPEWAY TRANSPORTATION - OITAF

The International Organisation for Ropeway Transportation (OITAF) is a global association focusing on ropeway transportation systems such as aerial tramways, funicular railways, and chairlifts. OITAF's mission is to promote and develop these transportation modes as efficient, safe, and sustainable solutions to meet mobility needs in various contexts.

Founded in 1959 in Milan by French and Italian officials, its primary goal is the promotion of ropeway transport. The effectiveness of OITAF directly depends on the contributions of its members. In France, the Technical Service for Ropeways and Guided Transport (STRMTG) plays a significant role alongside French operators and manufacturers. The organization currently has 155 members from 35 countries.

History: The association was established in 1959 in Milan, initiated by French and Italian officials with the primary goal of promoting ropeway transport.

Members: OITAF's 155 members include ropeway operators—for skiing, leisure, tourism, urban projects, construction sites, etc.—ropeway manufacturers, equipment makers, consultants, researchers, government agencies, and other stakeholders involved in the ropeway transport industry.

Objectives: OITAF's main objectives are the promotion of safety, efficiency, and sustainable development of ropeway transport. The organization also encourages the exchange of information, best practices, and research in this field.

Activities: OITAF regularly organizes conferences, workshops, and events to allow its members to share their knowledge and experiences. It also publishes reports, technical guidelines, and other resources to support the ropeway transport industry.

Standards and Regulations: OITAF collaborates with other organizations and authorities to establish international standards and regulations for ropeway transport. This includes guidelines on the safety of installations, system design, operation, and maintenance.

Innovation and Development: OITAF promotes innovation in the field of ropeway transport, including the development of new technologies, materials, and system concepts.

In summary, OITAF plays a crucial role in promoting and developing ropeway transport globally, focusing on the safety, efficiency, and sustainability of these mobility systems.

Its steering committee is elected by the members and is currently chaired by Mr. Jörg Schöttner, a representative of the Austrian Ministry of Climate, Environment, Energy, Mobilities, Innovation, and Technology (Bundesministerium für Verkehr, Innovation und Technologie). The vice-presidents are Mr. Martin Leitner, an international representative of Leitner AG/SpA Italy, and Mr. Laurent Reynaud, the general delegate of Domaines Skiabiles de France (DSF).



17) PRACTICAL INFORMATION

OPENING HOURS FOR VISITORS

From Tuesday to Thursday, April 16 - 18, 2024

Open to visitors on Tuesday and Wednesday: 9 a.m. to 7 p.m.

Opening to visitors on Thursday: 9 a.m. to 5 p.m.

LOCATION

ALPEXPO - Exhibition Center

Avenue d'Innsbruck - 38000 Grenoble - France

www.mountain-planet.com

TRADE SHOW FOR PROFESSIONALS ONLY

Entrance fee: 150 € per person including VAT

Free admission with badge or invitation

GETTING HERE

Tram

At the exit of the Grenoble train station, take tramway A

Direct access, Pôle Sud - Alpexpo stop

Bus

Chrono Line 3 Alpexpo stop

Chrono Line 6 Grand Place stop

Line 12 Grand Place stop

Flexo Line 66 & 68 Alpexpo stop

By train

Grenoble / Paris,

Less than 3 hours by TGV

Lyon Part-Dieu hub at 1h15

By car

By highway - A49 - A48 - A41 - A51 > Rocade Sud, Exit 6 Alpexpo. Free parking

By air

Grenoble, close to three international airports:

• Grenoble/St Geoirs airport 30 minutes away - Tel: +334 65 48 48

• Lyon/St-Exupéry airport 50 minutes away - Tel: 0826 800,826

To come from Lyon St-Exupéry airport:

www.faurevercors.fr/FR/Navette-Aeroport.awp

• Geneva/Cointrin airport at 2 h - Tel: +41 (22) 717 71 11— info@gva.ch

To come from Geneva airport: www.aerocar.fr

ORGANIZE YOUR STAY

<https://mountainplanet.grenoble-tourisme.com/>



18) CONTACTS

MOUNTAIN PLANET 2024 ORGANIZATION

ALPEXPO

President: Nathalie BERANGER

Executive Director: Jérôme RIFF

Director of events: Coralie ATTEN

CS52408, 38034 Grenoble Cedex 2 - France

Tel: +33 (0) 4 76 39 66 00

Website: www.alpexpo.com

MOUNTAIN PLANET 2024 PRESIDENTS

Ms. Nathalie BERANGER, President of Mountain Planet

Ms. Pascale BOYER, President of ANEM

Mr. Alexandre MAULIN, President DSF

MOUNTAIN PLANET 2024 TEAM

• Trade show manager: Laurette BONZY

e-mail: laurette.bonzy@alpexpo.com

• Project Manager : Nadine CHEVALIER

e-mail: nadine.chevalier@alpexpo.com

• Business Development Officer : Anna FERRERO

e-mail: anna.ferrero@alpexpo.com

• Product Manager assistant / Animations : Romane GIRY

e-mail: romane.giry@alpexpo.com

• Press contacts : Alternative Media agency

Alexandre Bérard – Tel. +33 (0)6 45 42 95 46 - alex@alternativemedia.fr

Marie Lourdel – Tel. +33 (0)6 85 94 50 27 – marie@alternativemedia.fr

Accreditation requests:

<http://www.mountain-planet.com/presse>



MOUNTAIN 16 →
PLANET 18.04
2024

FOR SUSTAINABLE INNOVATIONS

GRENOBLE ALPEXPO ALPS-FRANCE

PRESS CONTACT :

Alternative Media

Alexandre BÉRARD

Mobile. +33 (0)6 45 42 95 46

email : alex@alternativemedia.fr

Marie LOURDEL :

Mobile. +33(0)6 85 94 50 27

marie@alternativemedia.fr



MOUNTAIN-PLANET.COM
MOUNTAINPLANET@ALPEXPO.COM



P R E S S K I T

UN ÉVÈNEMENT
alpexpo