



PRESENTED BY



Program survey

Sunday, 02/07

- 09.30 a.m. DAV Boulder Cup qualifications
- 12.00 a.m. Discussion: Backcountry – fascination and risks
- 01:15 p.m. Report: Expedition pool DAV
- 02:00 p.m. DAV Boulder Cup semi finals
- 04:00 p.m. Outdoor Fashion Show
- 04:30 p.m. Report: Ice cold passion (Albert Leichtfried)
- 05:30 p.m. DAV Boulder Cup finals and medal ceremony

Monday, 02/08

- 10.00 a.m. Outdoor Fashion Show
- 10.30 a.m. Report: Safety of climbing (Toni Freudig)
- 10.50 a.m. Discussion: From the climbing hall to the rock
- 12.00 a.m. Gibbon Slackline Workshop
- 01.00 p.m. Outdoor Fashion Show
- 01.30 p.m. Report: Winter Youth Olympic Games 2012 and Planet Tirol
- 02.30 p.m. Discussion: What's the benefit of eco certifications?
- 04.00 p.m. Outdoor Fashion Show
- 04.30 p.m. Movie European Outdoor Group
- 06.00 p.m. outdoor and ski get-together powered by Tirol

Tuesday, 02/09

- 10.00 a.m. Outdoor Fashion Show
- 10.30 a.m. Polartec Press Conference
- 11.30 a.m. Discussion: Active Kids – How do children come to sport?
- 01.00 p.m. Outdoor Fashion Show
- 01.30 p.m. Report: First ascent of Tengkampoche North Face using Alpine style (Ueli Steck)
- 03.00 p.m. ispo BrandNew Award
- 04.00 p.m. Outdoor Fashion Show
- 04.30 p.m. Gibbon Slackline Contest finals
- 06.00 p.m. Marmot get-together

Wednesday, 02/10

- 10:30 a.m. Gibbon Slackline Workshop
- 02:00 p.m. DAV Kids Cup



1. fair day: Sunday, 02/07

9:30 a.m. // DAV Boulder Cup – qualifications

12:00 a.m. // Discussion: Backcountry – Fascination and risks (German)

The improved ski technology makes it possible: more and more skiers switch from the ski slope to deep powder snow. What's a pleasant sales growth for the industry carries a risk for nature and people. An introductory report of avalanche accidents informs about the actual trend of the danger potentials off-piste. At the subsequent panel discussion tourism, manufacturers, avalanches experts and dealers discuss about the fascination and the risks of backcountry skiing.

1:15 p.m. // Report: Expedition pool DAV (German)

The German Alpine Association regulates high objectives in the encouragement of young alpinist talents. Young climbers and mountaineers are coached over a limited period. They learn basics for reaching an international high level in mountaineering by themselves. The current pool started at the end of July 2009 its expedition to the Hunza Peak and the Ladyfinger in Pakistan.

A representative from the DAV refers about the concept and the targets of these young talent support project. Subsequently members of the pool tell about their time in the DAV expedition pool, their experience at the expedition in Pakistan and their future visions and perspectives in the professional mountaineering.

2:00 p.m. // DAV Boulder Cup – semi finals

4:00 p.m. // Outdoor Fashion Show

4:30 p.m. // Report: Ice cold passion (Albert Leichtfried)

Albert Leichtfried shows stunning pictures from his successes of the last years. He refers about his search after ice at the most southerly 6000 of the world, the Cerro Marmolejo in Chile and about his biggest personal challenge, the first ascent of "Illuminati". This unbelievable route in Langenthal in the near of Wolkenstein in the Dolomites is the most difficult more rope length – mixed route of the world up to now. The closing part of the speech leads the spectators to Hokkaido, the most northern island of Japan. On this island Albert Leichtfried, Markus Bendler and Hermann Erber closed a further successful capital on the search after untouched ice.

5:30 p.m. // DAV Boulder Cup – Finale

7:00 p.m. // Medal Ceremony DAV Boulder Cup

2. fair day: Monday, 02/08

10:00 a.m. // Outdoor Fashion Show

10:30 a.m. // Report: Safety on climbing routes – Toni Freudig (German)

Toni Freudig (alpine guide) founded the organisation “Safer Climbing” in the Mountains of Tannheim. Since then he equipped 113 routes with bolts – he had seen too many accidents like the fall of the rope team on the Red Flüh. Tony Freudig refers about his motivation and conflicts: oftentimes he considers himself to be exposed to hard resistance from the bolt critics.

10:50 a.m. // Discussion: From the climbing hall to the rock (German)

In the last years climbing has developed to a popular indoor sport and climbing in halls enjoys growing popularity. And more and more “recreational athletes” push from the indoor climbing to the rocks. Coming from the safe indoor climbing walls on the rocks many climbers face their technical and psychological limits. Within a panel discussion experts from the outdoor segment discuss about the most frequently accident causes at climbing and strategies how to avoid these.

12:00 a.m. // Gibbon slack line Show and Workshop

The Gibbon Rider Team shows spectacular stunts on the Gibbon slackline. Afterwards the visitors of the summit can dare their first steps on the line.

1:00 p.m. // Outdoor Fashion Show

1:30 p.m. // Report: Winter Youth Olympic Games 2012 and Planet Tirol

2:30 p.m. // Discussion: What’s the benefit of eco certification? (German)

There is a growing trend for sustainable produced products in the outdoor industry. The Technical University Munich is developing the meta label Ecoone which tries to combine the requirements of sustainability and functionality. The introductory report of Prof. Dr. Senner from the University Munich gives an overview about the actual development. In the following panel discussion representatives from certification systems (Ecoone, bluesign), manufacturers and retailers discuss about cooperation opportunities and prospects of success of a consistent meta label.

4:00 p.m. // Outdoor Fashion Show

4:30 p.m. // Movie: European Outdoor Group presents “Home” (Englisch)

The European Outdoor Group presents the movie "Home" from Yann Arthus-Bertrand. With breathtaking footage from 54 countries, this incredible documentary is a vivid reminder of our duty as guardians of the most precious gift that we can leave for future generations – our HOME.

6:00 p.m. // outdoor and ski get-together powered by Tirol

The ispo invites all fairgoers to the second circulation of the „best ispo party ever“ (citation 2009). Turntable music, drinks and snacks for all guests are available...

3. fair day: Tuesday, 02/09

10:00 a.m. // Outdoor Fashion Show

10:30 a.m. // Polartec Press Conference

11:30 a.m. // Discussion: Active Kids – How do children come to sports?

Fact: Children are less and less on the move and partially they don't learn the fundamental motoric skills. For the sport specific retail this target group impends to get a missing generation! The panel demonstrate ways, how we can work against this development and spark kids to sports. On the podium representatives from children sport associations, DAV, specific retailers and manufacturers discuss about Possibilities of reaching young clients.

1:00 p.m. // Outdoor Fashion Show

1:30 p.m. // Report and interview: First ascent of Tengkampoche North Face using Alpine style (Ueli Steck and Simon Anthamatten)

On April 24, 2008 Ueli Steck and Simon Anthamatten succeeded after 3 day of climbing the first ascent of Tengkampoche North Face using Alpine style. One month later at the Annapurna a drama happened on 7.400 meters: Ueli and Simon vainly tried to save the straitened mountaineer Iñaki Ochoa de Olza. For the first ascent of Tengkampoche North Face using Alpine style the team gains the Piolet d'Or 2009, probably the most eminent award for exceptional achievements in extreme mountaineering. For the rescue attempt at the Annapurna, they are honoured with the Prix Courage.

3:00 p.m. // ispo BrandNew Award

Since 10 years the ispo BrandNew is the barometer of future trends in Sports. Target of the challenge is to support young and promising companies with a communication platform at the ispo. The presentation of the award winners takes place on the stage of the snow ice & rock summit.

4:00 p.m. // Outdoor Fashion Show

4:30 p.m. // Gibbon Slackline Contest (semi finals + final)

Probably the best slackline acrobatic Germany can provide. Live at the final of the Gibbon Slackline Contest on the snow ice & rock summit.

Subsequently // Marmot get-together

4. fair day: Wednesday 02/10

10:30 a.m. // Gibbon Slackline Demonstration and Workshop

The Gibbon Rider Team shows spectacular stunts on the Gibbon Slackline. Afterwards the visitors of the summit can dare their first steps on the line.

2:00 p.m. // DAV Kids Cup