

## *Press Release*

### **ALPITEC CHINA 2009**

### **1st International Tradeshow for Mountain and Winter Technologies**

together with

### **ispo china 2009**

### **5. International Tradeshow for Brands in Sports, Fashion, and**

### **Lifestyle in Asia**

**Beijing, February 19-21, 2009**

### **Success for ispo china/ Alpitec China 09**

*For the first time, “ispo china” and “Alpitec China” were united to perform one Tradeshow together which was held from the 19<sup>th</sup> to the 21<sup>st</sup> of February. Welcoming 13.500 visitors meant a surplus of 17 percent compared to the previews years when the tradeshows were organised separately. Fiera Bolzano / Messe Bozen is satisfied with the outcome of the Tradeshow and has provided the basis for a second edition in 2010.*

The goal of the combined Tradeshows, “ispo china / Alpitec China”, is to cover the whole winter sport sector 360 degrees, to perfectly reach all the needs and demands of the market. The first edition of a tradeshow always faces two challenges, finding enough exhibitors to give insights to all sectors of the market and the visitors have to accept the range of products, explains Reinhold Marsoner, director of the Fiera Bolzano / Messe Bozen. Summing up, Reinhold Marsoner says, “Alpitec China started quite small with only 40 exhibitors coming from eight nations, but the high number of visitors demonstrates the great demand and interest for Mountain- and Winter Technologies in China. The successful accomplishment of a first edition is always the basis for a runner-up”.

Geraldine Coccagna, Project-Manager of the “Alpitec China” points out that, “We had three very intensive exhibition days, with a satisfying number of visitors at the stands of our exhibitors. I hope they were able to meet interesting new business partners and don't expect too much from the first edition of this tradeshow. In general, it takes new businesses quite a while to gain ground in the Chinese market, due to the fact that Chinese business partners are rather sceptical at the beginning. This again emphasizes the importance of continuously being present at this tradeshow.”

Paul Bojarski who represented the companies, York/JCI snow making machine, HEAD ski and winter equipment, TYROLIA ski binding and MAS mountain designer and consultant, in Beijing was very satisfied by the “Alpitec China” and said “Thank you for the very good

organization. This was the most efficient tradeshow that we had in China for the last 10 years for ski resort equipments. Our booth was always nearly full, even though Alpitec was during the opening ceremony of the University winter games which kept many Chinese clients out of Beijing. Next years' tradeshow should be even better and we will have to get a larger booth to be able to accommodate for these additional visitors."

The exhibitor Moshe Tessel from Israel is convinced that the "Alpitec China" was an important experience for him and his business, he states "Alpitec China 2009 has been a very interesting show to learn about the Chinese Ski Industry. It has been very useful for identifying the largest and most successful ski resorts. I believe that our presence was important for spreading information on our "All-Weather-Snow-Makers" to ski resort owners and managers. We will continue to be present in China in the future and highly appreciated the assistance that Fiera Bolzano gave us, exhibitors, during the show and the support we received from Erwin Stricker to better understand the local industry."

Without any doubt, the sport article industry in China is booming. Due to the fast growing Chinese economy and the increasing wealth of the Chinese, more and more winter sport enthusiasts can be found. The number of skiing regions as well as the amount of people involved in winter sports has grown rapidly and therefore it is time for the 200 –still very small- skiing regions to improve their quality. "It is estimated that, the number of Chinese winter sportsmen grows by more than 700.000 every year and should rise to around ten million skiers in the next five years" mentions Oskar Andesner, Austrian trade commissioner in Beijing. This is the right moment for the European winter sports industry to launch the Chinese market and to set new standards for the future on a worldwide level. During the tradeshow a meeting, between representatives of the Messe München and the Fiera Bolzano / Messe Bozen with the assistant secretary general of the Chinese sport article association, Luo Jie, who, furthermore, is the director of the, by the association organized, Sport article tradeshow, was arranged. At the moment the association is organising a winter sport article tradeshow in summer, and the goal behind the meeting was to see if a co-operation in the sector "Winter Sport Industry" would be possible.

Bolzano, February 24, 2009