

Final Report

Alpitec China 2010

International Tradeshow for Mountain and Winter Technologies

together with

ispo china 2010

International Tradeshow for Brands in Sports, Fashion, and

Lifestyle in Asia

Beijing, March 4-6, 2010

Satisfied Faces at Alpitec China

After three successful days in the China International Exhibition Center in Beijing, "Alpitec China 2010" closed its doors with a new visitor record that was achieved along with "ispo china". A full 16,300 visitors from the sector acquired an overview of the latest winter trends in the Asia-Pacific region at the double tradeshow that ran from March 4 to 6, 2010.

(Bolzano, Italy, March 11, 2010) *"Alpitec China was a great success for us," said Gernot Rössler, president of Fiera Bolzano S.p.A./Messe Bozen AG, who was on site along with the project team. "We were able to increase both the number of exhibitors and the exhibition space. We are particularly proud of the high level of participation on the part of Chinese exhibitors, who have shown us that the time has arrived for technological know-how in the winter sports sector. The product presentation was rounded out by practice-related information events, such as China's first Ski Man course."*

The comprehensive accompanying events with specialized conferences such as the Asia Pacific Snow Conference (APSC) and other events in conjunction with this double tradeshow make it one of the most important platforms for communications and networking for the winter sports sector in the Asian market. With a considerable increase in visitors of 21% with respect to the previous year, "ispo china/Alpitec China" was successful in making a clear breakthrough with the Asian market. General satisfaction also prevailed with the exhibitors:

"ispo china/Alpitec China is a great tradeshow with very many visitors," said Mirco Demetz of Demac GmbH. "China is a very good market for us with an enormous potential for the winter sports industry. Interest in skiing sports is very high."

"The double tradeshow of ALPITEC and ispo china has special significance, since it is currently the only B2B tradeshow in the sector in China," stressed Christian Amtmann, editor of the international cable car magazine ISR. "For us, the clientele in China is very important, and for that reason, professional tradeshow such as this one are

indispensable for promoting our products and know-how. The exchange is important for both sides, since China is the only market with large growth."

Also enthusiastic about the crowd of visitors was the head of LEITNER Asia Ltd., Markus Sigrist: *"It is a pleasure for me to see how the ski industry is developing in China. Along with the growing interest in skiing sports, our opportunities are also growing to expand in the Chinese market."*