1) CLUSTER MONTAGNE: HIGHLIGHTING FRENCH EXPERTISE AND KNOW-HOW

Cluster Montagne, created from the merger between the Mountain Industries Cluster (CIM) and France Snow International (FNI), brings together the key stakeholders in mountain tourism development: companies, public institutions, as well as research and education establishments.

With more than 200 members in 2017, Cluster Montagne has established itself as the unifying force for the key stakeholders in the French mountain industry. This position reflects its primary strategic roles:

• unify, support, and promote all stakeholders in the French mountain development industry,
• participate in developing mountain tourism destinations by boosting innovation, performance, and overall capabilities,
• position French mountain expertise (summer and winter) internationally.

Through a wide variety of projects, from working groups to training by way of innovation programs, Cluster Montagne reinforces the industry's competitive advantage, participates in boosting the capabilities of its members, and offers to share the vast experience and capitalize on the core competencies of all stakeholders to take action collectively, both in France and abroad.

INTERNATIONAL INNOVATION AND APPEAL

The mountain tourism development market continues to change. Facing social, economic, and environmental challenges, the French tourism industry possess the right skills, know-how, and expertise to position its offering across the globe to provide innovative and tangible solutions. From April 26-28, 2017, the Interalpin trade show offers French companies the opportunity to showcase their skills, expertise, and successes.

"Interalpin is a must-attend event for Cluster Montagne and its members," explains Nathalie Saint-Marcel, Deputy Director of Cluster Montagne. "It is an opportunity for our members who attend the show to develop key contacts with international experts in the industry, to start or reinforce their business abroad, and to present their latest innovations to other Alpine markets (Austria, Germany, Italy, Switzerland), other European markets (Scandinavia, Eastern Europe), as well as other large or growing markets across the globe (Asia, the Americas, Russia). The French Village run by Cluster Montagne brings together, in the same place, a broad expertise from the French mountain development industry. This multi-faceted approach allows us to cater to high expectations in terms of networking, meetings, and business, in addition sharing experiences and thinking about what is at stake for the mountains of tomorrow, which we imagine more enjoyable, more accessible, more interactive, more sustainable, but are still waiting to be created."
2) THE FRENCH VILLAGE LOOKING TOWARDS THE MOUNTAINS OF TOMORROW

This year, 22 member companies will exhibit at the French Village (booth BO.38 / BO.15 / B1.40 / D10 / C119). These companies, whatever their core business (land development, natural risks, operations, urban planning...), adapt their offering and expertise to provide solutions to address the stakes for the mountains of tomorrow. The results and the investment projects already demonstrate the industry’s tremendous capacity to innovate, encouraged and showcased at professional meetings such as Interalpin or the recent Alpitec China trade shows.

THE MOUNTAINS OF TOMORROW... MORE FUN!

Whatever the mountain range, ski resort guests agree that while their expectations have changed, the mountains should remain a place for fun and enjoyment. Yet, the mountain economy still heavily depends on tourism and especially skiing-related tourism. It is in this manner that ski resorts need to diversify their offer, both in winter and summer, by providing more thrills and exciting experiences to visitors, while still guaranteeing their safety.

Diversifying the leisure activity offer in the mountains, to include all four seasons, is the opportunity around which new products and tourism practices, activities at ski areas, and the guest experience gravitate.

Six members of Cluster Montagne exhibiting in the French Village target this issue:

- **ALPIM & CO (74 - SCIONZIER)**
  Design and manufacture secure universal bike carriers for chairlifts and gondolas. Client references in France (Châtel, Megève...) and several other countries (Crested Butte in the USA, St Moritz in Switz...).
  www.alp-im.com - contact: Sylvie Dubois - info@alp-im.com

- **FANTASTICABLE (88 - GÉRARDMER)**
  Manufacture, sell, and install zip lines and world leader in gravity transport by cable. Recently, two zip lines were installed at the base area at Nozawa ski resort in Japan.
  www.fantasticable.com - contact: Philippe Voirin - info@fantasticable.fr

- **GLOBE 3T (42 - VÉRANNE)**
  Manufacture and distribute recreational human powered vehicles for all, and specialist in all-terrain downhill kick scooters. Client references everywhere in France at resorts and recreational areas.
  www.globe3t.com - contact: Didier Panel - didier.panel@globe3t.com

- **IDM (73 - FRANCIN)**
  Supply and install cables, button lifts, belt conveyors and canopies, rubber sheave liners, ground coverings, hoses for snowmaking, chairlift seat covers, parts for lifts and groomers.
  www.idm-france.com - contact: Michel Rossi - michel.rossi@idm-france.com

- **PEAK’ING (73 - UGINE)**
  Global solution for mountain tourism projects development. Peak’Ing brings together experts in mountain tourism and sports engineering, whose combined skills to develop projects with experience and strong international culture.
  www.peaking.fr - contact: Damien Lafaverges - d.lafaverges@abest.fr

- **SNOOC (73 – STE-HÉLENE-DU-LAC)**
  Designer and distributor of the Snooc, a 2-in-1 touring and snow-sliding device. Now, the Snooc also has a mobile application to share with enthusiasts the most accessible and appropriate itineraries.
  www.snooc.ski - contact: Cyril Colmet Daage - hello@snooc.ski
THE MOUNTAINS OF TOMORROW... HIGHER PERFORMANCE

PERFORMANCE AND THE ENVIRONMENT

Climate change and the necessary rationalization of natural resource usage have an impact on ski area operations. Performance, especially environmental performance for ski areas, represents one of the major challenges that the stakeholders of the mountains of tomorrow must address. To do this, new technologies and new uses can be deployed to save energy, optimize infrastructure maintenance, and more efficiently manage natural resources (water, land, beauty of the landscapes...).

Optimizing human and material resources is the focus of seven exhibiting companies:

- **COMPAGNIE DES ALPES (73 - CHAMBÉRY)**
  Equip, maintain, and operate ski areas and amusement parks. Recent contract signed with the Turkish Ski Federation to analyze the country's "ski" potential and to identify ideal locations.
  www.compagniedesalpes.com - contact: Frédéric Marion - developpement@compagniedesalpes.fr

- **FLEXELEC (69 - ST-BONNET-DE-MURE)**
  Manufacture supply cables and heating elements to protect against freezing and snow, for maintaining equipment, infrastructure, and special machines at the right temperature.
  www.flexelec.fr - contact: Guillaume Klein - guillaume.klein@omerin.com

- **GMM (38 - ST-MARTIN-LE-VINOUX)**
  Manufacture ISO 9001 certified aerial and surface lifts. Client references include major French ski resorts (Alpe d’Huez, Val Cenis, Les Karellis, Crest Voland, etc.).
  www.gmm-france.com - contact: Gilles Kraan - g.kraan@gmm-france.com

- **MDP (38 - MEYLAN)**
  Land development and project planning consulting for tourist destinations. Several references in France and around the globe: ski resorts, recreational areas, municipalities...
  www.consultingbymdp.com - contact: Pascal Roux - pascal.roux@consultingbymdp.com

- **MND (73 - STE-HELENE-DU-LAC)**
  Design and manufacture performance oriented planning solutions to develop mountain destinations and make mobility easy for everyone in tourist and urban areas.
  www.mnd-group.com - contact: Ernesto Bassetti - ernesto.bassetti@mnd-group.com

- **PIM (69 - PUSIGNAN)**
  Manufacture molded polyurethane parts. The product range includes high wear parts and consumables for groomers, snow plows, and lifts. ISO 9001 V2015 certified.
  www.pim.fr - contact: Océane Bosson - o.bosson@pim.fr

- **SANISPHERE (26 - ST-FERREOL-TRENTE-PAS)**
  Design, manufacture, install, and maintain ecologically-friendly dry public toilets for all types of sites and traffic, including the Sanilight, which combines a practical ingenious design, easy installation, and efficiency.
  www.sanisphere-fr.com - contact: Olivier Marchand - o.marchand@sanisphere.fr
PERFORMANCE AND DIGITAL

Information and communications technologies are increasingly present in all aspects of mountain tourism. The digitization of resorts is underway today and allows for creating new services and products, making both the guest experience and equipment operations much easier.

Four connected companies will exhibit at Interalpin:

- **ATEN ALTITUDE (38 - MEYLAN)**
  Web solutions for managing ski area operations, maintenance, and safety, developed by Imagina International. Client references include Chamonix, Alpe d’Huez, La Plagne, Megève...
  www.aten-altitude.com – contact: Pierre Mathieu - marketing@imagina-international.com

- **LUMIPLAN (73 - LA BATHIE)**
  Specialist in dynamic information, smartphone applications, and dynamic signage for ski areas and resorts.
  www.lumiplan.com - contact: Patrick Grand’Eury - patrick.grandeury@lumiplan.com

- **NAVIC (74 - THÔNES)**
  Smart secure ski lockers.
  www.navic.fr - contact: Isabelle Vein - isabelle.vein@navic.fr

- **POMA (38 - VOREPPE)**
  Design and manufacture cable transport solutions: surface lifts, chairlifts, gondolas, aerial trams, funiculars, inclined elevators, MiniMetro®.
  www.poma.net - contact: Christian Bouvier - christian.bouvier@poma.net

3) AN ACTIVE PRESENCE AT INTERALPIN

Interalpin is the major professional trade show for the mountain development industry and remains a must-attend event for Cluster Montagne. To make the these three days even more enriching, Cluster Montagne has organized for members, partners, and trade show visitors a full program of meetings and discussions to allow all stakeholders present to learn more about each other and to inspire best practices:

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<tr>
<th>Wednesday, April 26</th>
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<tr>
<td><strong>Upcoming Challenges for Ski Resorts</strong></td>
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<td>Round table discussion on the topic &quot;Amusement and Accessibility&quot;</td>
<td>Round table discussion on the topic &quot;Performance and the Environment&quot;</td>
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<td>With the presence of: ALPIN &amp; CO FANTASTICABLE GLOBE 3T IDM PEAK’ING SNOOC</td>
<td>With the presence of: COMPAGNIE DES ALPES FLEXELEC GMM MDP MND PIM SANISPHERE</td>
<td>With the presence of: ATEN ALTITUDE LUMIPLAN NAVIC POMA</td>
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Enjoy the latest news about the French mountain development industry through publications by Montagne Expansion, present at the Interalpin trade show.

4) MEETING IN 2018 IN THE FRENCH ALPS

ALPEXPO, Grenoble's convention and events center, organizes MOUNTAIN PLANET, an international trade show for mountain development, bringing together the world's mountain experts (summer/winter) and hilly urban setting specialists. The show will be held in Grenoble from April 18-20, 2018.

www.mountain-planet.com - contact: Laurette BONZY - mountainplanet@alpexpo.com

Cluster Montagne is a trade association whose role is to promote and provide support, in France and abroad, to all stakeholders in the French mountain development industry. In 2017, Cluster Montagne counts more than 200 members.

www.cluster-montagne.com

Cluster Montagne launched an Innovation Showcase that allows resort decisions makers, in France and abroad, to learn more about the innovations of its members.

www.cluster-montagne-innovations.com

In partnership in France with the Mountain Resort Mayors Association (ANMSM), the French Ski Areas Association (DSF), the National Syndicate for French Ski Instructors, and the Auvergne-Rhône-Alpes Region, Cluster Montagne created an employment platform dedicated to professions in and for the mountains.

www.emploi-montagne.com

For the latest Cluster Montagne news visit:
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