



PRESSEMITTEILUNG

Innsbruck, May 5, 2017

INTERALPIN 2017: Cable car industry invests heavily

The INTERALPIN, the leading international trade fair for Alpine technologies that takes place at the Messe Innsbruck Exhibition Centre, came to a close today. According to organizers, the unveiling of numerous 'world's-first' innovations, an audience composed largely of international professionals and businessmen looking to invest, and the attendance of numerous key players underscored the meaning of the event for the branch.

Innsbruck – World premieres, innovative technologies, novel inventions for the branch and high-quality networking were the hallmarks of the INTERALPIN's three days at the centre of the cable car industry's focus. Nearly 26,400 professionals (over 10 percent more than in 2015) from around the world attended the leading International Trade Fair for Alpine Technologies. They gathered at the Innsbruck Exhibition Centre to discover, invest and be advised about the latest Alpine and ropeway technologies, snow-making systems, slope groomers, winter services, till and entry systems, IT solutions, Alpine industrial safety, and so much more for use in winter and in summer.

"INTERALPIN is a part of the branch"

"The 22nd edition of the INTERALPIN clearly demonstrated that this professional trade fair has become one of the branch's most significant events. Exhibitors impressively displayed their latest technologies to the cable car industry at this leading platform for innovation," said the CEO of Congress Messe Innsbruck (CMI) **Christian Mayerhofer** about the success of the event. The combined opening of the INTERALPIN with the Austrian Ropeway Conference once again underscored the event's strong collaboration with the cable car industry," added Mayerhofer. "Thank you to all exhibitors and partners."

Branch professionals are interested in investing

The high quality of the attendees served to emphasize the significance of the INTERALPIN within the branch. According to results of independent market-research performed during the event, around two-thirds of the visitors were decision makers and around 75% either came to the INTERALPIN with concrete plans to invest or will invest after the trade fair. "The immense innovation and investment potential within the branch was amazingly apparent during the

INTERALPIN,” emphasized Project Leader **Stefan Kleinlercher**. According to statistics from the Austrian Chamber of Commerce, on an annual basis nearly 700 million euros are invested by the cable car industry in Austria alone. “Exhibitors expect very good business returns,” said Kleinlercher.

Around 60 percent of visitors were international

With regard to the composition of trade fair’s visitors and according to market research, the INTERALPIN was extremely international. Visitors attended from established markets such as the USA, France, Italy, Switzerland or Germany but also from emerging markets such as Argentina, Chile, Russia, Kazakhstan and China. According to the questionnaire for visitors, 60 percent of the trade visitors were international and they came from 86 countries. “Such a high-degree of internationality is really unique for Alpine technology trade fairs,” emphasized Kleinlercher, who added that the increased number of visitors from Asia can, in part, be traced to the upcoming large-scale winter-sports events in South Korea and China.

All key global players under one roof

According to Kleinlercher, the exhibitors themselves were also highly international: “From branch stalwarts to young startups, the 650 exhibitors came from 50 nations and covered no less than 40,000 m² of available space at the Innsbruck Exhibition Center.” When it came to visitor satisfaction with the offerings of exhibitors, the INTERALPIN did not disappoint. It offered many new products, an overview of the state of the branch as a whole, a comprehensive range of products and the presence of numerous international big players in the industry. Market research backs up these findings: 94 percent of the visitors gave the 22nd INTERALPIN the highest marks. “The INTERALPIN continues to write its success story and will once again present the industry’s latest in 2019,” reported CEO **Mayerhofer**. The 23rd INTERALPIN will take place from May 8-10, 2019 at the Innsbruck Exhibition Centre. www.interalpin.eu

EXHIBITOR STATEMENTS:

Patrizia Pircher (TechnoAlpin):

It seems to me that the number of visitors increased once again in comparison to the last INTERALPIN. Our stand was completely full with visitors from the early morning to the evening. A number of prominent visitors from around the world also paid us a visit. The INTERALPIN 2017 proved itself to be one of the branch’s most important trade fairs once again.”

Julia Schwärzler (Doppelmayr):

We took advantage of the INTERALPIN 2017 to showcase our latest products and innovations to an audience of professionals from around the world. During the trade fair, we received a lot of positive feedback and we were able to optimally present our latest products. The INTERALPIN is Doppelmayr’s most important trade show and we are looking forward to plenty of business after the fair has concluded.”

Michael Peintner (Sunkid):

“The INTERALPIN is THE place worldwide where the entire branch comes together and for us exhibiting here is an absolute must. We had so many international visitors at our stand and the trade fair was a complete success. We’re looking forward to 2019!”

Oliver Suter (Axess):

"According to my estimates, the number of professional visitors from the branch increased dramatically in comparison to 2015. We even welcomed many visitors from North and South America, Scandinavia, France, Asia and especially Russia. The INTERALPIN 2017 brought delegations from all over the world to our stand. As a producer with a plant in Innsbruck, this was our home court and so we were able to have the delegations come visit our factory as well."

Gabriela Huter (Feratel/Sitour):

"We are quite pleased with how the trade fair worked out and I think that there were even more visitors than there were in 2015. About 60 or 70% of the visitors were international and came to our stand to see our latest product innovations, which allowed us to close some good business deals. The INTERALPIN is the most important cable car trade fair in the whole branch."

Roderich Urschler (MND Group):

"The frequency of visitors at the INTERALPIN 2017 was excellent. As a regular exhibitor, I think that the INTERALPIN taking place in spring was especially positive because the business discussions were very concrete, projects could be presented in good time, and our offerings were in high demand. When it came to the internationality of the event, I've observed a steady increase in trade visitors from Asia."

Thilo Vogelgsang (Kässbohrer Geländefahrzeug AG):

"The quality of the visitors was very high at the INTERALPIN 2017. It provided us with the perfect platform to build up new business contacts. Traditionally, we have also welcomed many employees and snow groomer operators from the ski resorts to our stand. The INTERALPIN is therefore our most important trade fair."

Manfred Huber (Chairkit):

"The INTERALPIN 2017 was an absolute highlight for the entire branch. The trade fair was very well received and many highly qualified professionals from the industry came to visit us. I really noticed how trade visitors to the INTERALPIN were especially motivated to invest. I was also pleased to see that the INTERALPIN concept to include attractions and facilities for summer was in high demand. The trade fair was especially successful for us."

Arek Budas (Supersnow):

"We were very satisfied with the INTERALPIN 2017, because many international guests and customers visited our stand. We had the possibility to make many good contacts and to initiate business with new clients."

Gotthard Schöpf (Leitner Ropeways):

"INTERALPIN is our most important trade fair because we focus on presenting something special here every two years. This year's edition was particularly well attended by international visitors. We are looking forward to plenty of business following the trade fair."

Werner Amort (Prinoth):

"INTERALPIN is the most important platform to present our snow groomers and it offers us the opportunity to reach new customers and partners from around the world. Every time we come we are really excited about the atmosphere and the internationality."

ENQUIRIES:

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