



SPORT-ACHAT 2024 MOVES TO GRENOBLE

29, 30 AND 31 JANUARY 2024

Olympic year, Olympic city!

After a change in the calendar for 2023, with the dates moved up to January, and against a backdrop of positive momentum and work in progress with the brands and companies of the Union Sport et Cycle's mountain committee, which will be organising the North Alpine leg of the Ski Force Pro in Val Thorens the week before Sport-Achat, Sportair has decided to change the venue for the 2024 edition of this industry benchmark trade show.

The aim is to set a date that will be repeated over several years, thereby establishing the business event as a long-term fixture. In 2024, Sport-Achat will be held at Alpexpo in Grenoble from Monday 29 to Wednesday 31 January.

Why Alpexpo Grenoble? 3 main reasons

- **To guarantee regular, permanent dates** for the organisation of Sport-Achat, routinely opening on the last Monday in January for this and future events.
- **To offer sufficient capacity** to accommodate the whole industry on a site that is well known in the mountain world for hosting flagship events such as Mountain Planet.
- **Providing access and accommodation facilities** that are appropriate in a strategically located town at the crossroads of a number of mountain ranges.

"Our priority as organisers is to meet the needs and satisfy the requirements of as many Sport-Achat exhibitors and visitors as possible," comments Mathieu Kurtz, CEO of Sportair, the show's organiser. "Bringing the end-of-January dates forward from 2023 further compresses the calendar of professional events. We have therefore decided to work with key players in our industry to set a fixed date each year for the end of January After 20 years of successful partnership with Eurexpo, we're looking forward to welcoming all those involved in our ecosystem to Grenoble Alpexpo for the 2024 event, which we hope will mark a new chapter in the history of Sport-Achat."

"Sport-Achat's decision to hold the event in Grenoble from 29 to 31 January 2024 meets the expectations expressed by the USC's mountain committee following extensive consultation with representatives of retailers, chain stores and, of course, suppliers," explains Stéphanie Bloch, vice-president of the mountain committee. "The month of January is therefore in line with the market, with the first three weeks dedicated to brand testing and force pro skiing at Val Thorens before Sport-Achat, an event dedicated to taking orders."

A change of date confirmed for the 2023 event

Last year Sport-Achat celebrated its 20th anniversary at Eurexpo and its first event held in January! Created by Philippe Chenu in 2003, the show's guiding principle has always been to be the meeting point for as many of France's leading outdoor industry professionals as possible - both retailers and exhibitors. In keeping with this philosophy, Sport-Achat has been brought forward in the calendar to January rather than March. *"Because purchasing schedules are closing earlier and earlier to guarantee manufacturing and delivery times, we have to serve the market, adjust to these changes and create new benchmarks that will be firmly established over time."* This date, which straddles January and February, was the most popular for this 2023 event, with a large number of exhibitors including textile brands such as Peak Performance, Norrona, Spyder, Descente and Phenix. In the end, a total of 500 textile, equipment and accessory brands responded to the call.

The date has also proved to be a tremendous success in bringing together the largest number of retailers in a single shopping period. And this was confirmed by a large number of visitors.

For more information, visit www.sport-achat.com

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