



THE MEETING PLACE FOR RETAILERS SINCE 2003

# SPORT ACHAT HIVER

27, 28, 29  
JANUARY 2025

ALPEXPO  
GRENOBLE

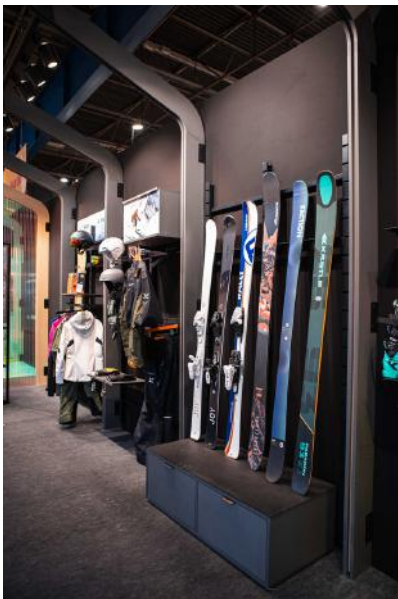
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## SAVE THE DATE !

Sport Achat Hiver: 27, 28, 29 January at Alpexpo Grenoble

**The largest european B2B ski and snowboard trade show is back in Grenoble from 27-29 January 2025.**

### IMPORTANT INFO



A tactical commercial opportunity, a practical geographical location and a major date in your calendar, Sport Achat established its status as a must-attend event for the sector in 2024.

Sport Achat Hiver 2025 will assume an European dimension to meet the needs of retailers outside France, particularly those in neighbouring countries.

Sport Achat 2025 is also part of a global mountain ecosystem and the dates and venue coincide with Destination Montagne, the international trade show for mountain tourism professionals.

The **registration platform** for the January 2025 trade show is now **open**.

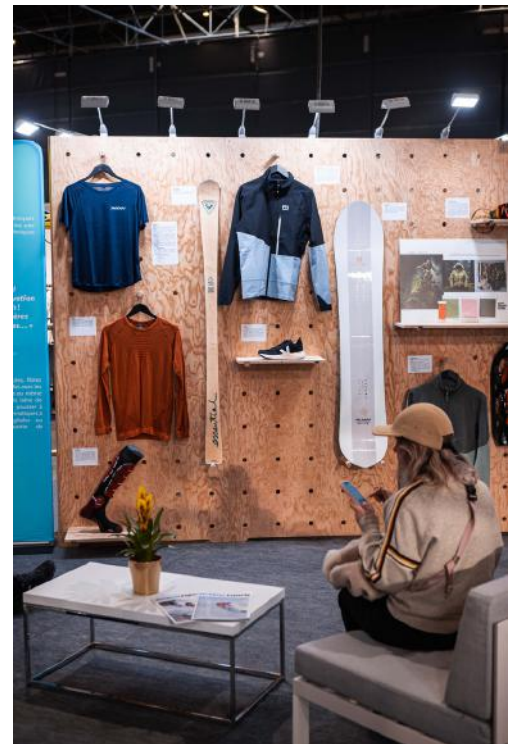
Europe's leading trade show for ski and snowboard equipment will take place from Monday, 27 to Wednesday, 29 January 2025 at Alpexpo in Grenoble on the eve of the start of the popular winter holiday season. This year's show will again bring together **a vast majority of the industry's major brands, not only in terms of hardware, but also textiles and accessories.**

The show will also take place in the capital of the Isère region for the second year running. In 2024, this strategic destination and the perfect infrastructure was praised by the numerous participants, with a **5% increase in visitor numbers, 270 exhibitors and 500 brands presented in one 20,000m2 hall.**

## OPENING UP TO EUROPE TO SATISFY MARKET NEEDS

*“No other trade show in Europe today assembles so many ‘pure’ brands that specialise in skiing, snowboarding and outdoor activities,”* says Mathieu Kurtz, Director of Sportair, the organiser of the show. *We welcomed retailers from Andorra, Switzerland and Italy last year, who clearly spotted a great opportunity... We therefore responded to this need for the 2025 show. ”*

A new member of staff will be joining the Sportair team in September. The new recruit will focus on international development and will *“build bridges between brands, agents, distribution companies and these markets. ”* Over the last several months, Sportair has been in contact with AFYDAD, the Spanish Sport Federation, the Italian Outdoor Group, the Scandinavian Outdoor Group and ASMAS, the Swiss sports retail sector, in an effort to formulate the optimum plan.



*Our aim: “to respond to the requirements of each of these territories, which may not have their own trade show for the ski and snowboard sector. ”* says Mathieu Kurtz.

The aim is clear: on the one hand, to provide foreign retailers with an additional commercial opportunity and, on the other, to offer added value to exhibitors. *“French brands that are already exporting (or not) will see the benefits of participation, as will foreign brands that were already exhibiting to attract their Italian, Swiss and other retail partners. ”*

## TWO DAYS OF THE SHOW ALONGSIDE DESTINATION MONTAGNE

For the first time, on the same site, visitors will be able to walk through the large Sport Achat hall and then visit **Destination Montagne, the international trade show for mountain tourism professionals, held on Tuesday 28 and Wednesday 29 January.** *“The DNA is clearly different, but this makes late January the global meeting place for business in the mountain world at the heart of an ecosystem that goes beyond the strictly commercial.”* It provides a unique opportunity to create or reinforce synergies between, for example, tourist offices and partner brands.



## **THE REGISTRATION PLATFORM IS NOW OPEN!**

### **BACK TO SCHOOL WITH SPORT ACHAT ÉTÉ!**


Before we focus on the winter, let's not forget the summer. Just a reminder that Sport Achat Été will also be held at Alpeexpo Grenoble on 9-10 September 2024. The essential trade show that offers a wide range of brands in the kit, footwear, textile, accessories and store equipment segments, with a focus on popular pursuits such as bivouac, trail, climbing and e-biking.

### **LINK TO INFO AND REGISTRATION BADGE**



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