



THE MEETING PLACE FOR RETAILERS SINCE 2003

SPORT ACHAT HIVER

27,28, 29
JANUARY 2025

ALPEXPO
GRENOBLE

WWW.SPORT-ACHAT.COM

SPORT-ACHAT AIMS TO CONQUER EUROPEAN RETAILERS

Buona giornata, muchas gracias... Don't be surprised to hear foreign languages and/or accents this year at Sport-Achat!

Over thirty store representatives will indeed cross borders to attend the event in Grenoble at Alpeexpo from January 27th to 29th.

This internationalization has been developing over the past few years, particularly in 2024, when Sport Achat firmly established itself as Europe's leading professional trade show for ski equipment.

With the confirmed massive presence of the key suppliers in the industry, the organization has decided to ramp up its efforts for the 2025 edition, and to date, more than thirty foreign stores have confirmed their participation (Ochsner, Technosurf, Glycerine Sport from Switzerland, Les Pyramides and Passet Sport from Italy, Copos from Spain etc.). "We've been working with a pool of brands interested in the project to develop a strategy targeting retailers from Italy, Belgium, Switzerland, Andorra, and Spain," explains Mathieu Kurtz, CEO of Sportair.

A YEAR-LONG EFFORT WITH EUROPEAN RETAILERS AND PROFESSIONAL FEDERATIONS

The organizing team has also been actively contacting the major professional federations in the sports industry across Europe for nearly 12 months, including in **Spain** (Afydad), **Scandinavia** (Scandinavian Outdoor Group), **Italy** (Assosport), and **Switzerland** (Asmas), to boost the show's visibility. "This is a long-term promotional effort," Mathieu Kurtz emphasizes.

This communication strategy targets various levels, focusing not only on the federations but also on retailers from both urban and mountain regions in neighboring countries. "Since we made this decision and hit the go button, we've been deploying significant resources to support this initiative. On the human side, we've hired someone specifically for this task and strengthened the team with two external people during this crucial period."

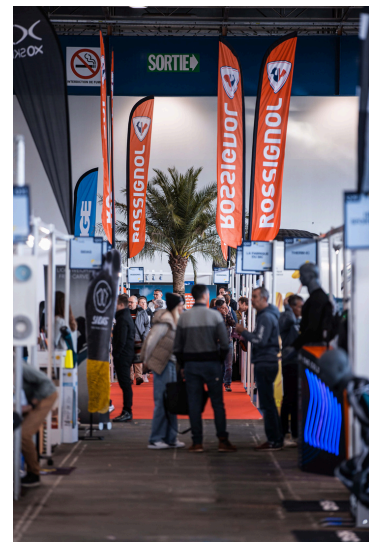
In addition to a substantial emailing campaign, direct mailings, and calls, Sportair has also provided exhibitors with tools to communicate with foreign retailers—whether they are existing clients or potential visitors—who might attend Sport-Achat.

MAKING IT EASIER FOR FOREIGN VISITORS TO ATTEND

With just under three weeks to go before the event, several stores are still finalizing their decisions. In the meantime, Sportair is working hard to ensure that foreign visitors will have a smooth and comfortable experience. "We'll have a dedicated welcome desk in English and Italian right at the entrance to the show to provide information and guidance, and we'll also assist them as needed during their visit."


Additionally, hotel rooms in Grenoble have been pre-booked well in advance to make their stay easier and to keep prices from skyrocketing at the last minute. "We'll offer these rooms to foreign retailers as well as stores from outside the Auvergne-Rhône-Alpes and Provence-Alpes-Côte d'Azur regions that are joining us," *Mathieu Kurtz adds.*

Shuttle services from Lyon-Saint Exupéry airport will also be provided for retailers flying in. These are just some of the important details that will help ensure the success of the first "Sport Achat" experience for these foreign first-time visitors.



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