

The retailers' meeting point since 2003

SPORT ACHAT HIVER

January
26-28,
2026



ALPEXPO
GRENOBLE

WWW.SPORT-ACHAT.COM/EN/

DECEMBER 2025

Sport-Achat Hiver 2026: A Decisive Shift Towards an Even Stronger European Focus

JANUARY 26-28, 2026 – ALPEXPO GRENOBLE

Driven by a clear strategic ambition, the internationalisation of Sport-Achat was already tangible in January 2025. For the 2026 edition, Sportair is stepping up its efforts.

The goal? To ensure that what French retailers already regard as the leading European trade show for ski equipment, technical apparel and winter sports gear also becomes a key sourcing and discovery platform for retailers across Europe.



"The markets that are naturally the most receptive are French-speaking countries such as Switzerland, as well as Latin markets like Spain, Andorra and Italy but our ambition and promotional strategy go further, with a clear objective to engage key accounts in German-speaking countries and the Benelux region."

Mathieu Kurtz, CEO of Sportair and organiser of Sport-Achat

83

**International
retailers
registered to
date for the
next edition**

AN ACTION PLAN DEPLOYED OVER THE PAST 12 MONTHS

1. PRESENCE AT MAJOR INTERNATIONAL EVENTS AND TRADE SHOWS

Throughout 2025, Sportair teams met exhibitors and, above all, retailers at key European events in the outdoor and winter sports sectors.

Working directly in the field and close to industry players, Sport-Achat was present in particular at the opening of the Aigle showrooms in Switzerland (the equivalent of Les Glaisins in France), at the Italian Outdoor Festival in Milan last November, and at the Outdoor Business Days in Riva del Garda, Italy, in May.

2. STRENGTHENED, DEDICATED INTERNATIONAL TEAMS

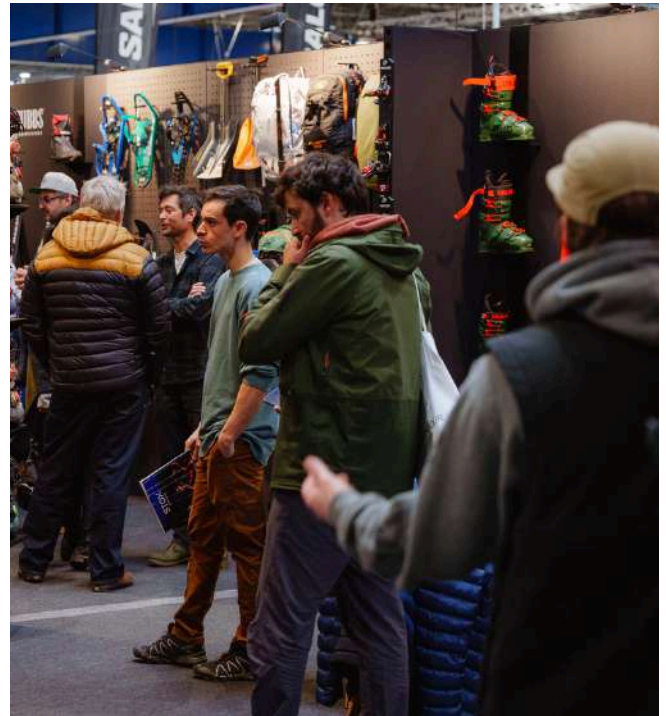
Three additional team members joined Sportair to support this international campaign, covering a wide range of geographical areas with distinct commercial cultures and market practices, including Spain, Andorra, Luxembourg, the United Kingdom, Switzerland and Italy.

3. RETAIL TOURS IN EACH TARGET COUNTRY

Beyond increasing contacts in key markets, Yasmina, Marion and Maxence conducted in-depth exchanges, store visits and meetings with retailers through retail tours organised throughout the year in their respective target countries.

A highly personalised, hands-on approach involving numerous meetings, strong commitment, and the development of long-term, trust-based relationships.

In one year, more than 250 stores were visited by the Sportair team to meet retail teams and present Sport-Achat Hiver 2026
(Italy, Switzerland, Spain & Andorra)



4. COMMUNICATION NOW FULLY INTERNATIONAL

Email campaigns, invitation mailings and all Sport-Achat communications are now multilingual.

“For the 2026 edition, they are available in French, English, Italian, Spanish and German,” notes Lorena Rondi, Head of Marketing and Communication at Sportair.

This deployment is reflected in Sport-Achat's growing media coverage in leading European B2C and B2B publications, including Boardsports Source (UK), Outdoor Magazine (Italy), Snow Business Magazine (Italy), Esport d'Hivern (Spain) and Tardesport (Spain).

Benvenuti agli italiani!

«Travelling across the Italian Alpine arc, our retail tour revealed a region full of momentum. All retailers share the same expectation: to see the emergence, close to the Aosta Valley, of a professional trade show that truly meets their needs and reflects their market dynamics.

The tour allowed us to meet a diverse and highly engaged selection of independent stores and specialised winter sports chains, all committed to the evolution of outdoor practices and attentive to new distribution models.»

**Yasmina HACHEMI Business developer Italy
- Sportair**



5. MEANINGFUL COLLABORATIONS WITH PARTNER BRANDS

The robust databases built over the years by Sportair and the Eurovet Group represent a substantial contact network. These are further strengthened through partnerships with long-standing Sport-Achat exhibitor brands.

“Five brands across a wide range of segments—apparel, equipment and accessories—have agreed to share their European customer databases,” explains Mathieu Kurtz.

This provides Sportair with a highly relevant audience to target, while enabling partner brands to increase their ROI at Sport-Achat by encouraging even more of their French and international clients to attend.

In parallel, Sportair also works with Promosalons, a network that supports French trade show organisers in promoting professional events internationally.

INTERNATIONAL RETAILERS ALREADY CONVINCED

“We operate 26 stores in Andorra and have opened 8 new stores in Spain. Sport-Achat is the trade show for Alpine rental shops. We work on our collections, place our orders... It's essential for us.”

Alberto AGUDO - PIC NEGRE (Andorre)

“It was our first visit in January 2025, and we were delighted with our decision to attend this trade show, which is very convenient for us as we are based in Piedmont. We discovered new brands that we have since listed, and the organisation was perfect in welcoming us. We will definitely be there in 2026!”

Monica Passet - PASSET SPORTS Sestrières (Italie)



CONTACT

Lorena RONDÌ

lorena@sportair.fr

+33(0)4.58.58.23.00