

November 2015

MOUNTAINS AND MUCH MORE

... were experienced by many visitors at the Alpinmesse in Innsbruck on November 07th and 08th.

Also this year, the fair has remained true to its concept, visitors did not only look and listen, but became active and participated. Whether at public discussions and talks with exhibitors or during workshops and contests - visitors took full advantage of the fair's offers. The many visitors – already on Saturday 7,000 people visited the Alpinmesse – are proof for the organizers to be on the right track: "We are very happy about every single visitor. Visitor numbers show us that we exactly meet the interests of the scene with our concept" says Doris Lanzasasto, head of the Alpinmesse team. Not only products, but the sport itself and related experiences make the Alpinmesse so special. The great atmosphere in the exhibition halls was unbelievable - whether exhibitors or visitors, everyone was thrilled.

Already for the tenth time the Alpinmesse invited all mountain enthusiasts to the summit in Innsbruck. But also the Alpinmesse has started off small - at the Alpin Forum in Seefeld with only 15 exhibitors on an area of 500m² - now more than ten times as tall. Also the number of exhibitors has increased more than tenfold, the Alpinmesse welcomed almost 190 exhibitors this year, including those first 15 exhibitors who have regularly exhibited for the past ten years at the show.

The Austrian Board of Trustees for Alpine Safety once founded the Alpinmesse. Today the Alpinmesse lives their motto: Safety in the mountains. Also here, the Alpinmesse is special. For both - alpine institutions as well as manufacturers of safety products - safety is always the focal point on the mountain. How diverse security is, quickly becomes clear when looking at the workshops of the Alpinmesse. Only a combination of equipment, technology and responsibility make a relative security possible. The training program for avalanche burials search (LVS) trained the participants in dealing with avalanche transceivers, shovels and probes in an emergency - the response was very positive: "I learned a lot while having even more fun - brilliant!", says Marie Rose Bacher, participant of the workshop. The specialists from the Austrian Alpine Club shared important know-how in various workshops and

practiced the use of equipment. Instructor Georg Rothwangl takes stock: "We were very happy about the huge demand for our workshops. For us, these workshops are a give and take, with their questions participants help us to plan our work for the future." Whatever workshop it was, all are in agreement that the individual responsibility plays a key role on the mountain when it comes to safety. Unfortunately, this cannot be bought and cannot always be trained.

Among others, highlights in this year were the multivision presentations by Michael Martin and Alexander Huber. Alexander Huber captured the audience with his lecture "In the light of the mountains/Im Licht der Berge". He describes the experience at the Alpinmesse with a smile on his face: "A saub're G'schicht" (A clean story (-; - Bavarian dialect).

Exhibitors and organizers are looking forward to the next exhibition in 2016 - the date for the 29 and 30 October 2016 should be earmarked already.

The Alpinmesse wishes all an accident-free and eventful season and is looking forward to seeing you next year - with new exciting topics!