

Alpine Technology

Amidst 3,000-metre-plus peaks and the most modern of ski carousels, technologies arise in South Tyrol that make modern winter sports as we know them possible.

From lifts to artificial snow, from functional clothing to timing devices: because of international market leaders such as Leitner, TechnoAlpin and Salewa, South Tyrol has developed into one of the major global sites for mountain-related business. Alpine technology, which is a key sector for the province, now comprises more than eighty businesses, including local companies as well as those



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that have a branch in South Tyrol, ranging from global players to innovative niche players. A competency centre for Alpine technology, which is under the umbrella of the TIS Innovation Park service agency, strengthens this accumulation of know-how. Two major venues for the international ski industry also play an important role—both are trade fairs held in Bolzano: Alpitec, for mountain and winter technologies, and Prowinter, for winter sports rentals and services.

Technical Snowmaking (1)

TechnoAlpin supplies 42 countries with snow guns, supply lines, and control systems.

The Beast (2)

A snow groomer built by Prinoth (Leitner Technologies)

The MiniMetro by Leitner Technologies (3)

In 2008, the world's first minimetro cable car, built by Leitner Technologies, began operating in Perugia.



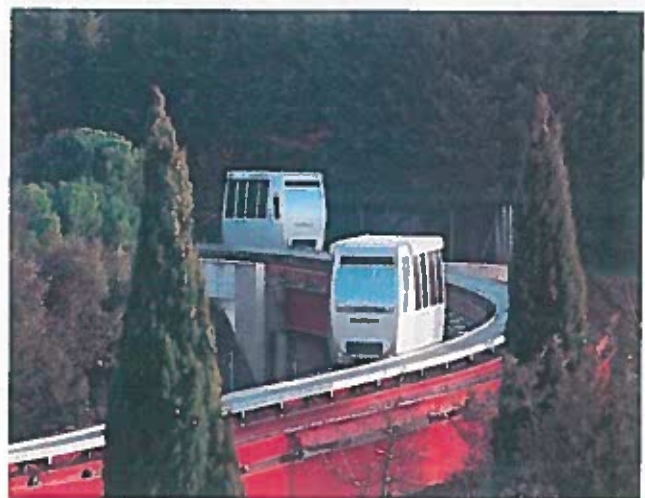
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Leitner Technologies

A market presence that includes the brands Leitner Ropeways (cableways), Prinoth (groomers), MiniMetro (cable-drawn trams), Demac and Lenko (snow machines) makes this South Tyrolean business headquartered in Vipiteno one of the international stars in the Alpine technology sector. A sales volume of 700 million euro, a total of more than 2,500 employees worldwide, 70 subsidiaries, almost 100 points of sale and service, and eight production facilities all bear witness to this fact. In 2010 alone, the company invested 19 million euro into research and development.

TechnoAlpin

In the beginning, there were two technical directors of a South Tyrolean ski resort who fashioned a snow cannon out of commercially available materials from a hay blower. Twenty years after its founding in 1990, TechnoAlpin is the world leader in artificial snow. TechnoAlpin, which is headquartered in Bolzano, is the "go to" company when it comes to snow guns, supply pipe systems, and control systems for more than a thousand customers in 42 countries—including numerous World Cup and European Cup destinations. Around 160 of the company's 260 employees worldwide work in Bolzano. About two thirds of its sales volume of more than 100 million euro is earned abroad.



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Salewa Headquarters (4)

The new Salewa headquarters in Bolzano, which is also the group's European headquarters, is the work of renowned Italian architectural offices Cino Zucchi and Park Associati. The architecture is expressive and contemporary with a pointed reference to the company's main focus of development: mountain sports. The new corporate building, which was presented at the 12th Architecture Biennale in Venice in 2010 and opened in October 2011, is more than a work space: the Salewa Cube climbing gym and the Bivac Bistro are both open to the public.

Salewa

Whether you are talking about functional clothing, tents, backpacks, or crampons, you can be sure that products made by this popular mountain sports outfitter have been developed in close cooperation with research institutes and tested by well-known mountaineers. Bolzano's Oberalp Group has owned the brand, which was founded in Munich, for more than 20 years. Salewa recently reported sales of more than 170 million euro, together with its sister-brands Dynafit and Silvretta. The company's main market is Europe, but the number of partner stores is growing rapidly in North America and Asia. In 2010, the company emphasised Bolzano's role as its European base by building an

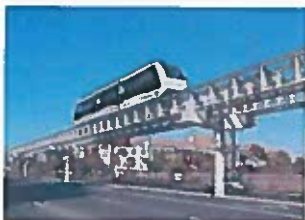
18,000-square-metre headquarters—complete with state-of-the-art architecture and the largest indoor climbing centre in Italy.

Reusch

This German producer of high quality winter sports and goalkeeper gloves is the official supplier for successful international ski federations and top goalkeepers. Reusch's production of winter gloves with smart heating technology is clear evidence that the company is on the cutting edge technologically. Reusch moved its international distribution business from Valencia to Bolzano in 2009. The reason? Better integration into the Alpine technology sector and proximity to key target markets.

Doppelmayr Italia

The Italian branch of the Austrian world market leader Doppelmayr arose out of the 2001 merger of three companies that manufacture cable cars. The company does production, sales, and research and development in the South Tyrolean municipality of Lana. In 2011, Doppelmayr Italia received its biggest contract to date, as part of a consortium: the construction of a cable car up Mont Blanc.



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Solutions to Gridlock

South Tyrol's leading cable car companies have also been conquering the urban space for quite some time. In the Californian city of Oakland, Doppelmayr is building a new railway that runs on rails, yet is pulled by cables. It connects the city airport with Coliseum Train



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Station and will be completed in 2014. In Venice, a cable-hauled Doppelmayr railway transports up to 3,000 passengers per hour between Tronchetto Island and Piazzale Roma. Leitner Technologies is also hard at work: the company has built a cable car in Perugia that stops at seven stations every few minutes over a distance of 3.5 kilometres.

Visionary Clusters

There is also a competence centre for Alpine technology under the umbrella of South Tyrol's TIS Innovation Park service agency. The goal is to offer turnkey winter sports centres and more innovative, higher-grade solutions with South Tyrolean know-how. In addition to the Alpine technology cluster, there are clusters in the fields of wood and technology, construction and civil defence, and Alpine safety.



Mountain Emergency Medicine The EURAC European Academy has been home to the world's first Institute for Mountain Emergency Medicine since 2009. The facility's tasks include the promotion, coordination and implementation of scientific projects, their publication in medical journals, and the organisation of conferences and workshops. The institute has set a goal of improving the rescue and treatment of accident victims—especially in high-mountain areas where emergency medicine has its own protocols. The research focuses on topics like cold injuries or the logging and treatment of injuries and illnesses in difficult terrain for epidemiological purposes.

A Multi-Million-Euro Contract for Doppelmayr (5)

With a grand total of 265 million euro being paid for the construction and operation of the new light rail in the U.S. city of Oakland, this is the largest contract in the history of the Doppelmayr group. The transportation system in California runs over a distance of 5.1 km and carries nearly 1,500 people per hour in each direction. The city railway connects Oakland International Airport and Oakland Coliseum Station, a transport hub of the city, reaching a maximum speed of 50 km/h. Completion and commissioning are slated for 2014.

Aerial Cableways (6)

Doppelmayr is the global market leader in the production of cableways.