Prowinter 2027: the winter mountain trade show returns to Bolzano with a strong push for internationalization, an outdoor focus and space for startups

Bolzano, 30 September 2026 – **Prowinter**, the leading B2B event for the outdoor and winter sports world, **is gearing up for its 2027 edition, confirming itself as the winter mountain trade show par excellence**. The event will return **to Fiera Bolzano from Sunday 10 January to Tuesday 12 January 2027**, with a renewed, rapidly expanding format and an increasingly global vocation.

Following the success of past editions, Prowinter 2027 is preparing to welcome an even larger number of professionals, **expanding its exhibition spaces** and recording significant **growth in the number of exhibitors**. At the core of this development is a clear drive towards **internationalization**, aimed at bringing decision-makers from all over the world to Bolzano, establishing the event as a **leading platform for innovation and networking within the industry.**

In this 27th edition, the event will consolidate its hybrid identity, integrating the traditional ski and snow sports sectors in an increasingly synergistic way, with a strategic focus on the outdoor world. With this in mind, **Prowinter Outdoor** returns in 2027 in a broader and highly strategic guise. The pavilions will host exhibitors from all over the globe, featuring important collaborations with associations from key markets such as the **United States, China, France and various European nations**. The return of the **Scandinavian Village** fits perfectly into this setting and it will once again be featured **alongside the Italian Outdoor Village**: a tangible symbol of the meeting between Northern and Southern Europe, where the industry's international leaders can come together in a single event and space.

The goal is to offer retailers, rental businesses and industry professionals a **complete, 360-degree overview of the most exciting new products for the upcoming season, creating an integrated ecosystem where winter equipment meets the best solutions for outdoor living.**

"Prowinter 2027 tells how the mountain world is changing: today it is increasingly open, international and focused of future challenges" says **Geraldine Coccagna, Brand Manager of Prowinter**. "This year we haven't just expanded the trade show's physical spaces, but also the topics and opportunities for discussion. From the innovations proposed by startups to the opening towards the global outdoor market, all the way to the debate on climate change, Prowinter aims to be a reference point for those who want to understand and tackle the future of the winter business."

Among the highlights of the new edition is the revamped **Prowinter Award 2027**, conceived as a tool to identify the products with the greatest market potential. No longer just a simple complement, it is now a true **strategic**

asset capable of generating visibility and value for participating brands.
This year, the Award looks decisively across borders: **each jury will welcome a foreign member, giving the prize an increasingly international scope.**
The **Special Prize 2027** categories of the Award will feature a section dedicated to **Snowboard** and one to **Eyewear** (models, lenses, technologies, solutions). Also making its debut is the brand-new **ITAS Safety Award**, a cross-cutting prize spanning both ski and outdoor sectors dedicated to safety, which for 2027 will focus specifically on **helmets**.
Applications for the Prowinter Award 2027 are already open on the Prowinter website.

Among the major novelties of the 2027 edition is **Prowinter To The Peak**, born from the collaboration between Fiera Bolzano and To The Peak, with the goal of bringing the innovative drive of startups in the ski and outdoor sectors directly into contact with the B2B world. Through the official call, open **until October 25**, **up to 10 innovative companies** will be selected to exhibit within the **new Start-up Village**. In this dedicated area, on Monday 11 January at 11:30 AM, they will star in a pitch session: **a few minutes each to introduce themselves to investors, press and industry stakeholders.**

The building of these relationships will continue beyond regular trade show hours thanks to the historic **Prowinter Party**. Scheduled for Sunday evening, this event, open to exhibitors and visitors alike, will enliven the first day of the fair, offering an informal and relaxed setting for networking, inspiration and the exchange of ideas among companies, professionals and the trade press.

Finally, sustainability will continue to be a **fundamental pillar**, becoming a visible and distinctive element of the entire trade show experience. **From Tuesday 12 to Thursday 14 January 2027, the Ski Industry Climate Summit will also return to Fiera Bolzano**: this high-level international meeting point will bring top sustainability professionals to Bolzano, featuring keynotes, presentations and panel discussions dedicated to the climate future of the industry.

Tickets to visit the fair will be available online starting from 15 October 2026.

For more informations: www.prowinter.it

Press releases are available at: https://www.fierabolzano.it/en/prowinter/press-releases

Prowinter Press Office – Green Media Lab Srl SB
Via Tertulliano 68/70 - 20137 Milan
press@greenmedialab.com - Tel. +39 02 91320415
www.greenmedialab.com

Alice Diotti - alice.diotti@greenmedialab.com
Stefania Cagnoni – stefania.cagnoni@greenmedialab.com
Silvia Chiudinelli - silvia.chiudinelli@greenmedialab.com

Fiera Bolzano Press Contact:
Manuela Monsorno – manuela.monsorno@fieramesse.com – 0471/516092