

Press Release

Alpitem China and World Winter Sports Expo (WWSE) Join Forces: A New International Platform for the Mountain Industry

Bolzano/Beijing, 22 September 2025— Fiera Bolzano Italy and Asia Digital Group

(ADG) is pleased to announce that, starting this year, **Alpitem China** and the **World Winter Sports Expo (WWSE)** will organize a **joint exhibition**, combining their expertise and networks into one major event dedicated to the world of winter and mountain industries.

This collaboration comes at a particularly favorable moment: China's winter sports market and snow economy are booming. In the 2023–2024 season alone, there were **430 million snow tourism visitors**, generating more than **524.7 billion yuan (approx. €67.3 billion)** in revenue, with forecasts indicating the snow and ice industry will achieve **1.2 trillion yuan (approx. €154 billion)**

With strong government support, ski resorts across China are not only being modernized but are increasingly transforming into **year-round destinations**. Many resorts are evolving into full-fledged summer leisure parks, featuring mountain biking, outdoor activities, and entertainment facilities.

Beyond institutional and policy aspects, the new joint edition of Alpitem China and WWSE will stand out for the breadth of its **exhibition categories**, covering the entire mountain industry supply chain:

Winter technologies and infrastructures: cable car and lift systems, snowmaking equipment, slope maintenance vehicles, mountain safety and rescue equipment, ski resort and ski school software.

Tourism and alpine services: ticketing and access control systems, slope signage, high-altitude accommodation, destination digitalization and management.

Sports and leisure: equipment, snowboards, technical gear, storage and maintenance systems, snow amusement parks, snowmobiles, and quad bikes.

Outdoor and summer activities: bike park and MTB infrastructures, climbing and via ferrata facilities, mountain water sports, paragliding and aerial sports, adventure park technologies, trekking and sustainable mountain mobility.

Innovation and sustainability: environmental monitoring systems, digital management tools for destinations, and green solutions for four-season tourism.

In this context, the partnership between Alpitem China and WWSE significantly broadens the scope of the fair. What once focused solely on winter technologies is now becoming a **global platform for the entire winter and mountain economy – all four seasons of the year**.

The upcoming event in Beijing, from **October 16 to 19, 2025**, will bring together leading international players: top companies, sports federations, government representatives, investors, and opinion leaders from more than 20 countries. The fair

will not only showcase technological innovation but also serve as a true marketplace for the entire mountain industry.

"This collaboration marks an important step forward in giving greater visibility to our companies while contributing to the sustainable growth of the entire sector, both in winter and in summer," Fiera Bolzano emphasized.

With this synergy, Alpitec China and WWSE are set to become the global reference point for shaping the future of the winter and mountain: more connected, more sustainable, and open to an ever-growing audience.

We would like to take this opportunity to inform all our friends at Alpitec WWSE that the 2026 edition will be held in October and will undoubtedly be a major event. The exact dates will be announced later, but we encourage you to secure your stands in advance — both for this year and for next year. Don't miss the chance, get in touch with us soon!

Sources :WWSE ANNUAL REPORT 2025 AND WITHE BOOK 2025 BY Mister Benny Wu

新闻稿

Alpitec China 与 冬博会（WWSE）携手合作：打造国际山地产业新平台

意大利博尔扎诺/北京，2025 年 9 月 22 日 —— 今年起，**Alpitec China** 与 国际冬季运动博览会（**WWSE**）将 联合举办展会，把双方的专业与资源汇聚在一起，共同打造全球冰雪与山地产业的重要盛会。

此次合作正值中国冰雪经济蓬勃发展之际。仅在 2023–2024 冰雪季，中国冰雪休闲游客就达 **4.3 亿人次**，创造了超过 **5247 亿元人民币（约 673 亿欧元）** 的收入，预计到 2027 年，中国冰雪经济总规模将达到 **1.2 万亿元人民币（约 1540 亿欧元）**。

在政府的大力支持下，中国的滑雪场不仅实现了现代化升级，还逐渐转型为**全年旅游目的地**。许多度假区正在发展为综合性的夏季娱乐公园，涵盖山地自行车、户外运动及多样化的休闲设施。

除了政策与战略层面，本届 **Alpitec China** 与 冬博会（**WWSE**）联合展会还将凭借广泛的**展品类别**脱颖而出，覆盖整个山地产业链：

- **冬季技术与基础设施**：缆车与索道系统、造雪设备、滑雪道维护车辆、山地安全与救援装备、滑雪场与滑雪学校软件。

- **旅游与高山服务：**票务与入场控制系统、滑雪道标识系统、高山住宿解决方案、目的地数字化与管理。
- **体育与休闲：**设备、单板滑雪板、技术装备、储存与维护系统、雪上游乐园、雪地摩托车和四轮摩托车
- **夏季与户外活动：**自行车公园与山地车道基础设施、攀岩与铁道系统、山地水上运动、滑翔伞与空中运动、探险乐园科技、徒步与可持续山地交通。
- **创新与可持续：**环境监测系统、目的地数字化工具、绿色解决方案，助力四季旅游。

在这样的背景下，Alpitec China 与 冬博会（WWSE）的合作大大拓展了展会的格局。从专注于冬季技术展示，如今已升级为**覆盖全年四季的全球山地产业平台**。

即将于 **2025 年 10 月 16 日至 19 日**在北京举行的展会，将汇聚来自 20 多个国家的国际顶尖企业、体育联合会、政府代表、投资人及行业意见领袖。展会不仅关注技术创新，还将成为整个山地产业的真正市场平台。

*“此次合作是提升我们企业国际能见度的重要一步，同时也将为整个行业的可持续发展——无论冬夏——做出贡献。”*博尔扎诺展览集团强调。

通过这一战略合作，Alpitec China 与 冬博会（WWSE）将共同成为全球冰雪与山地产业的标杆，引领未来：更加互联、更加可持续，也更加开放，面向更广阔的受众。

我们借此机会通知所有 Alpitec、冬博会（WWSE）的朋友们，2026 年的展会将于十月举行，并且一定会盛大非凡。具体日期稍后公布，但我们鼓励大家提前预定展位——既可以预定今年的，也可以预定明年的。千万不要错过机会，尽快与我们联系吧！

来源：亚洲数据集团《中国冰雪产业发展研究报告》和伍斌先生的《2024-2025 中国滑雪产业白皮书》