

MOUNTAIN SPORTS OUTDOOR RECREATION SUSTAINABILITY  
GEAR ACTIVE LIFESTYLE WINTER SPORTS MOUNTAIN  
DEVELOPMENT TOURISM EQUIPMENT INNOVATION OUTDOOR  
PRODUCTS MOBILITY CONNECTED SPORTS  
GAMIFICATION PERFORMANCE ANALYSIS  
NEW MATERIALS  
LIVING LABS TRANSPORTATION  
SUMMER SPORTS  
SKI RESORT OPERATIONS  
ESPORTS

# Grenoble Alpes

## INNOVATION IN ALPINE SPORTS & TOURISM

### IN THE HEART OF THE ALPS

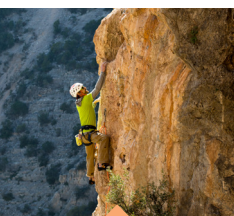


25  
ski resorts

#1 in France  
for participation  
in outdoor sports activities

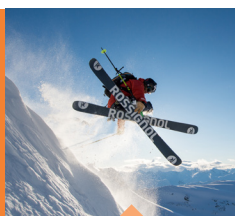


### MOUNTAIN GEAR & EQUIPMENT "MADE IN GRENoble ALPES"



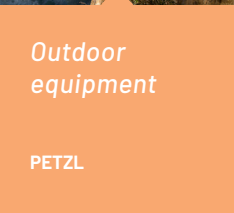
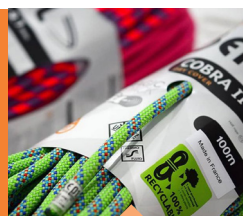
Ski lifts  
& aerial  
transportation

POMA



Light AR  
smart glasses

ACTIVELOOK



Outdoor  
equipment

PETZL



Skis & ski  
accessories

ROSSIGNOL



Ropes  
& climbing  
equipment

BEAL

### INTERNATIONAL COMPETITIONS



UT4M



Foulée  
Blanche



Coupe  
Icare



Tour de France  
& Critérium du  
Dauphiné

### PROFESSIONAL EVENTS



Mountain  
Planet



Rencontres Nationales  
de l'Outdoor



Sport  
Achats

### LOCAL STARTUPS WORKING IN MOUNTAIN SPORTS TECH

➔ **Bluecime:** Improvement of ski lift safety using smart vision technologies

➔ **Caprin:** Trail clothes 100% made in France

➔ **eBikeLabs:** Innovation in bike sharing

➔ **Mhikes:** Mobile app for tour operators

➔ **Nolio:** platform for planning, training tracking and performance analysis

➔ **PDA ECOLAB / SCALE Advanced Biocomposites:** sustainable components to ski manufacturers

➔ **Skaping:** New generation of immersive mountain webcams resistant

### LIVING LABS for innovative sports

➔ **Oisans Cycling Innovation Lab**

➔ **Trail Station:** trail running center

➔ **GEM Labs:** sports retail testing

### SPORTS INCUBATORS

**Inolab:** SportsTech Incubator

**Base Camp by OSV:** incubator for sports startups

## GRENOBLE ÉCOLE DE MANAGEMENT



- + Institute for Sports Management
- + Program for elite athletes

## OUTDOOR SPORTS VALLEY



Cluster dedicated to the outdoor sports industry

## CLUSTER MONTAGNE



Cluster dedicated to the mountain operations & equipment industry

## ÉKLORE-ED SPORT BUSINESS



Educational programs in sports management



## LA FRENCH TECH



Digital actor supporting startups in esports

## CREATING INTEGRATED MECHANICAL SYSTEMS

Cluster dedicated to integrated mechanical systems



## MINALOGIC



Digital cluster supporting startups in esports

## UNIVERSITÉ GRENOBLE ALPES



One of the world's TOP 150 universities (Shanghai Ranking, 2023)

Offering degrees in tourism, sports management, biology and sports training

## MAJOR PLAYERS FOUNDED IN GRENOBLE ALPES



➤ World leader in innovative, sustainable and durable transportation solutions

ROSSIGNOL



➤ #1 brand in the world for skis



➤ World leader in outdoor gear for mountain sports & professionals



➤ Leading trail running company also founded in Grenoble

### AND ALSO HERE:



Constructeur d'avenir



SIDAS Your foot company



## Grenoble Alpes

### THE RIGHT CHOICE FOR YOUR BUSINESS

The Invest in Grenoble Alpes team is dedicated to supporting French and foreign companies in successfully developing their business in Grenoble Alpes.

We provide tailored support at every step of your project.



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