

The Oberalp Summit in the heart of Bolzano

The future of winter sports from different perspectives

Climate change and winter sports – The Oberalp Group takes a critical look at itself and the winter sports industry.

Heiner Oberrauch – **Review of 40 years** of company history.

Presentation of the new collections in the creative setting of the Museum of Modern Art **Museion** Bolzano.

On November 8, 2021, the Oberalp Summit took place for the second time in this year. EURAC and the Museum of Modern Art Museion (Bolzano) offered space to selected 150 clients from all over the world for this special event. In addition to the central topic "The Future of Winter Sports," founder and president Heiner Oberrauch looked back at 40 years of success of Salewa/Oberalp Group.

Winter sports will change

Snow-covered landscapes are one of the mystical dream images of people. The winter sports of the future must do more justice to this longing than in the past. Christoph Engl, CEO of the Oberalp Group, is convinced that ski lifts and artificial snowmaking will still be needed in the future and adds: "But the dream of experiencing winter nature without these aids will become stronger. Winter and snow, ski touring and cross-country skiing will be less performance-driven and more influenced by the idea of retreat and enjoyment." True winter adventure will once again regain importance.

Due to climate change, winter sports in the future will not be exclusively tied to perfect snow conditions. "**Winter is increasingly turning from a season to an opportunity to practice different sports that are practiced throughout the whole year. Never out of stock - and never out of season**", says Christoph Engl, CEO of the Oberalp Group. Thus, the world's sport climbing community of this world will spend the winters in the climbing halls or travel to the winter-warm climbing hotspots. In addition, we will see a growing group of trail runners, mountain and gravel bikers, winter hikers and boulderers in the cold season, who will no longer exchange their sports activities for other winter sports activities, predicts the Oberalp Group.

Not only the topic of the future of winter sports particularly moves the international company this year, but also the **40th anniversary of the Group**. Oberalp President Heiner Oberrauch took the Summit also as an opportunity to thank companions and partners. "We know what mountaineers need, and we have employees who are enthusiastic about their job. This is the driving force behind everything we do", says the passionate family entrepreneur Heiner Oberrauch when asked about his recipe for success.



The family entrepreneurs - Ruth and Heiner Oberrauch

However, the trust and support of the customers is also essential.

And in addition to that - as with all success stories - also a bit of luck is needed, happening to be in the right place at the right time.

Now he can give the company into better, younger hands. Daughter Ruth has just founded a new start-up with the brand "LaMunt", which will serve the growing group of self-confident women on the mountain with special clothing collections.

"Our passion is the mountain, and we will remain mountain specialists", says Heiner Oberrauch, President of the Oberalp Group.

The Oberalp Group's current brand portfolio is a comprehensive offering for the various disciplines and individual needs of mountain sports enthusiasts.

A strong company is defined by the people who carry and develop it. **"Our products are not more important than the people who identify with them. We are not any more in the product business, we are in the people business"**, says Christoph Engl, CEO of the Oberalp Group.

Finally, the crowning glory of the Summit was the presentation of the new products and highlights from the upcoming year's collections from the Oberalp house of brands, presented by Stefan Rainer (CSO Oberalp Group).



LaMunt – The brand from women for women

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The Oberalp Group is a family-owned and management-led company with headquarters in Bolzano, northern Italy. Heiner Oberrauch founded the company in 1981 and today the group employs roughly 700 people, runs 10 subsidiaries in Europe and the United States, and serves 3,500 customers in over 60 countries worldwide. In addition to the development and production of mountain sports articles, the company also operates as a distribution partner of sports-based brands. The formerly Munich-based SALEWA brand has been part of the Oberalp Group since 1990. Over the years, the group has acquired the brands DYNAFIT, POMOCA, WILD COUNTRY, and EVOLV. In 2022, the group launched the new mountain brand by women for women LaMunt. The family business relies on the courage to break new ground, continuous innovation in products, processes, and thinking. A conscious, sensible approach to the environment and resources and a passion for sport and mountains are the foundation of a living corporate culture. Since 2019, the Oberalp Group's sustainability report "Contribute" has been published simultaneously with the balance sheet figures. For the fifth time in succession, the company was the only enterprise in Italy to be awarded the "Leader Status" of the NGO "Fair Wear Foundation".

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