

**23 > 25 APRIL / AVRIL 08  
ALPEXPO GRENOBLE FRANCE**

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***SAM 2008: the players in the mountain economy are taking up the challenge of sustainable development.***

The 18th SAM (World Mountain Equipment Exhibition) will take place from 23 to 25 April 2008 at ALPEXPO-GRENOBLE / FRANCE. This biennial trade fair brings together all the players in the mountain economy. The 2008 exhibition will mark a turning point in our thinking. The mountains have entered a new era, as the change in awareness exhibited by the mountain players clearly shows. The SAM, the "World Mountain Equipment Exhibition" is changing its name, becoming quite naturally the "World Exhibition of Sustainable Development in the Mountains."

**Climate change and the integration of the concept of sustainable development have brought about a change in behaviour:** there is going to be less snow and we must therefore develop more snowmaking to complement the existing technology, complying with more environmentally friendly specifications. Pistes will be prepared using more sophisticated grooming machines on terrain that is re-seeded halfway through the season. Ski lifts, which we have been working hard to modernise in the last 10 years, will complement their installations with more economical lifts that are quieter and less polluting.

**The mountains must exist and be enjoyed all year round. They must once again become a place we experience and not just a place we consume.** The mountain players have declared their ambition to offer their tourism customers mountains that exist for 365 days a year; attractive mountains that respect the environment, ensure quality housing and promote sustainable forms of transport. This new awareness has been made a reality in the "Sustainable Development Charter," to which some thirty resorts have already signed up.

To meet these changes, investment is becoming geared towards **new sporting and leisure practices** - particularly outside the winter season. The 2008 SAM will be an all-encompassing showcase for these innovations, **with a new area dedicated to mountain biking and the mountains in the summer.** Biking trails are to be standardised and made safer; a network of mountain biking schools is being set up based on the concept of ski schools, with more than thirty operating in summer 2008; a how-to guide will be presented at the exhibition.

**A place for exchanges and meeting others, with seminars and lectures on hot topics** taking place throughout the exhibition. These events are eagerly awaited by the entire profession. This year, **the issues of sustainable development will be a main topic:** the **ANEM seminar** will be on "Sustainable Tourism" and the **SNTF seminar** is entitled "Ski areas and respecting the environment."