

Alpine Technology: Key Sector in South Tyrol

High-performance lifts, modern snowmaking systems, automated access-control systems, and innovative sports equipment: Alpine technologies and South Tyrol go hand in hand. More than 30 companies in the autonomous region develop and fine-tune mountain-related technologies and products. Regional manufacturers with worldwide reputations, such as Leitner, Technoalpin and Prinoth, set standards not only in Europe but also in the United States, China and Russia. A pioneering industry has developed in South Tyrol, set against a magnificent Alpine backdrop: it combines decades of expertise with a passion for winter sports and recreational activities in the mountains. It also does not lose sight of contemporary challenges like climate warming. Of course, South Tyrol's Alpine technologies not only satisfy the highest of quality standards but also take factors such as environmental impact, energy efficiency and sustainability into account. Today, many industry representatives domiciled in South Tyrol have successfully transferred their expertise in winter sports to new areas of business. For example, Leitner no longer designs modern cable car systems exclusively for Alpine areas but also creates innovative transportation solutions for cities threatened by gridlock around the world.

Ideal Basic Conditions

- » **Long tradition of winter sports and mountain tourism:** Comprehensive know-how and decades of experience build an ideal foundation for innovation and growth in the sector.
- » **Global investment projects:** even large-scale projects manage to get off the ground thanks to a strong network of global players, SMEs, researchers and practitioners. As a result, technologies from South Tyrol will be used at the 2014 Olympic Winter Games in Sochi, Russia, for example.
- » **Cutting-edge ski area:** there are more than 1,000 kilometres of skin runs on which Alpine winter technology can be tried and tested, without restriction.
- » **Excellent infrastructure:** during the winter season, some 400 lifts transport half a million people per hour up to South Tyrol's most beautiful ski areas.
- » **Very reliable snow conditions:** 95 per cent of South Tyrol's ski runs have snow coverage from innovative systems made locally. Local know-how can be tested locally: this contributes to the success of tourism in the province.

Strong Network

- » **The TIS Innovation Park** has created an ideal platform for the international exchange of knowledge and technology transfer: the Sports & WinterTECH industry cluster. Through the connection between science

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and business, South Tyrol companies receive decisive impulses for product development throughout the world. In addition, the TIS Innovation Park carries out feasibility studies and provides advice about technical and legal issues.

- » **Through the Civil Protection & Alpine Safety industry cluster**, the TIS Innovation Park supports companies in making products that help guarantee better safety in the mountains. The cluster links South Tyrolean companies working in mountain rescue, crisis and emergency management, navigation, and communication. They also work together, in an interdisciplinary way, towards finding innovative solutions.
- » **The Prowinter and Alpitech trade fairs** in Bolzano create an ideal platform for sharing knowledge about winter sports. The fairs, which are held around the same time, cover the entire spectrum of Alpine technology and position South Tyrol as an important driving force in the sector.
- » **The Fraunhofer Innovation Engineering Centre (IEC)** in Bolzano makes interfaces with modern information technologies, such as computer-aided design, simulation, virtual reality and human models available to companies.

Custom-Tailored Services

Business Location Südtirol – Alto Adige (BLS) is South Tyrol's agency responsible for the province as a business location. It is a public service provider and the central, first point-of-contact for companies and investors planning to expand into Italy and settle in South Tyrol. Main responsibilities include:

- » **Site Selection:** BLS finds available commercial property, based on its own real estate database, and assists you in selecting a suitable site for your company.
- » **Land Acquisition:** BLS provides information about relevant funding that can support the purchase of commercial property.
- » **Relocation Management:** BLS helps with the process of securing a site and in the search for space to expand.
- » **Advice:** BLS provides initial guidance on tax, law, finance and funding opportunities. BLS also processes grant applications.
- » **Maintaining Networks:** BLS brings interested entrepreneurs together with key institutions and local partners.
- » **Know-How:** Upon request, the BLS staff will put together detailed information about markets and market opportunities in Italy.
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