

CONTENTS

1. The International Mountain Summit® at a glance
2. Schedule: convention, trade fair and activities
3. Facts & figures
4. Behind the scenes: presentation of the organisers
5. Portraits of the mountaineering legends
6. Press contacts

1. The International Mountain Summit[®] at a glance

A unique summit event dedicated to mountain sports

From 3 to 8 November 2009, the International Mountain Summit[®] will unite a number of internationally renowned mountaineering legends in Bressanone/Brixen (South Tyrol, Italy). World-class athletes like Reinhold Messner, Alexander Huber and Ines Papert will meet at a unique event which has successfully invited the *crème de la crème* of mountain sports to South Tyrol: from promising young climbers to legends of the old school.

near. nahe. vicino.

The IMS[®] motto **near.nahe.vicino.** is something all mountains fans associate with and have no doubt already experienced: "On the mountain, you are as close to yourself as you can get". The International Mountain Summit[®] is all about the mountain and what's related to it: people, experiences, mountain issues and topics.

There's something for everyone

The International Mountain Summit[®] is *the* central event for anyone interested in mountaineering, hiking and outdoor sports. The first event in 2009 inaugurates a series of yearly summits offering the visitor an exciting convention together with a matching outdoor fair and plenty of extra activities. At the IMS[®], the schedule revolves entirely around one topic: the mountain. It offers visitors the chance to exchange views and experiences and at the same time stock up on information about mountain and outdoor sports.

Why South Tyrol?

Thanks to its unique location at the sunny side of the Alps and its vast choice of peaks and mountains, the Italian region South Tyrol is the ideal place for an international summit of this kind. Over the centuries, South Tyrol has developed a long-standing tradition of mountain sports which has inspired mountaineering legends like Reinhold Messner, Hans Kammerlander and Christoph Hainz. But there is also a young generation of mountain fans who have made a name for themselves: the Riegler brothers, Angelika Rainer or Simon Gietl, to name but a few.

2. IMS[®]: convention, trade fair and activities

The convention

The IMS[®] convention will primarily look at the relationship between man and the mountain. Many different aspects, like new developments and findings in high altitude medicine and safety issues in mountain sports, will be covered. There will also be an ArgeAlp (Working Group of the Alpine Regions) meeting about marketing issues regarding the mountains. ArgeAlp is a network of ten alpine regions from different countries (Austria, Germany, Italy and Switzerland). Starting from mid-June, South Tyrol will assume the ArgeAlp presidency for the period of a year.

Outdoor fair: IMS[®] Expo

To further extend the already comprehensive IMS[®] schedule, the IMS[®] Expo outdoor fair will present news and novelty products of the mountain and active sports sectors. From Friday to Sunday, visitors will find all the information they need at the stands of national and international exhibitors like specialist publishers, mountain sports equipment suppliers or the tourism sector.

Walk and Talk

Close to the stars - close to the mountain - close to yourself: During the Walk and Talk activities, our visitors will get the opportunity to go hiking face to face with the pros. International mountaineering legends like Reinhold Messner, Chris Bonington, Steve House, Maurizio Zanolla, Hans Kammerlander and many more will not only climb the surrounding peaks with IMS[®] visitors but also share some of their personal insiders' tips.

Indoor bouldering

The bouldering competitions at the IMS® will be a meeting point for the international bouldering élite. The very best route setters from Innsbruck (A) and South Tyrol will leave no stone unturned to bring the best out of the world-cup suitable bouldering wall of the Austrian Alpine Club. Visitors will get the chance to compete in bouldering contests, take part in slacklining workshops and gain or simply exchange experiences. The absolute highlight of the competition will be a show contest of the pros on Saturday 7 November: 18 of the world's best boulderers will show their stuff in a brand-new contest type specially developed for the IMS®. At the After Contest Party, competitors will attempt to break the world dyno record in an exciting dyno contest. There will be plenty of instructive programmes and training opportunities for younger climbers and even a bouldering Junior Cup.

Warming down

To revive old traditions, the event schedule will be rounded off with some "warming down" activities every day: In the past, mountain fans used to regularly meet up in autumn and discuss experiences and mastered routes. At the IMS®, reviving this nearly forgotten tradition will give the visitor a chance to chat with the legends in a more familiar atmosphere. The Mountain Festival on Saturday night will be the absolute warming down highlight of the International Mountain Summit®.

3. International Mountain Summit® - Details

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E-mail	info@ims.bz
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Organising team	Alex Ploner, Markus Gaiser
Support	Provincial Government of South Tyrol
Patronage	Dr. Luis Durnwalder (Head of the Provincial Government)
Partners	South Tyrol Tourism Board, South Tyrol Department of Commerce, <i>Südtirol Marketing Gesellschaft</i> , sponsors and partners from the hospitality sector
Target audience	Experts, professional athletes and mountain fans from all over the world. The entire event will be held in three languages: English, German and Italian.

4. Behind the scenes: presentation of the organising team



(Copyright: International Mountain Summit®
left: Markus Gaiser, right: Alex Ploner)

Alex Ploner

Alex Ploner is the International Mountain Summit® press spokesman and responsible for the event project. Born and bred in the eastern part of the South Tyrolean Pusteria/Pustertal valley, he was inspired by his parents' love for the mountains and nature at an early age. As a child, the Prato Piazza/Plätzwiese pastures in the Braies/Prags Dolomites were his second home. After studying to be a journalist, he worked for the Austrian public broadcaster ORF for 12 years, where he presented the television programme *Südtirol Heute* (South Tyrol Today) and contributed to the editorial department. Today, Alex Ploner directs the events management company alexevents. He also holds courses on rhetoric and has initiated the Trendy Bar project which promotes the prevention of alcohol misuse. In his spare time he is the bandleader of the cover band "Time Square".

Markus Gaiser

Markus Gaiser is the initiator and co-organiser of the International Mountain Summit® and has been a passionate mountaineer since the age of 12. He has completed a commercial training and studied marketing at the Management Center Innsbruck. As marketing director of the Thun AG he was in charge of the Austrian, German and Swiss markets. In 1999 he founded the business consultancy mc11 Management Consultants. Among his areas of expertise are strategic marketing and business management as well as the development of sales structures and distribution channels.

5. Portraits of the mountaineering legends

Sir Chris Bonington

The renowned British Knight* of mountain sports has been living his passion for over 50 years. Sir Chris Bonington has led 19 expeditions in the Himalayas, but among his greatest achievements are the first successful ascent of the south-west face of Mount Everest and the first ascent of The Ogre together with Doug Scott. He is married with two children and has been awarded several honorary degrees. In recent years he has been dedicating his time to writing, photography and management training and has taken on the chancellorship of Lancaster University in 2005. He continues to live his passion for the mountains in private and as an expedition leader.

* Chris Bonington was awarded the rank of Knight Bachelor in 1996.

Peter Habeler

The "grandseigneur" of mountaineering became famous for the first ascent of an eight-thousander, the Hidden Peak, in pure Alpine style together with Reinhold Messner. He also climbed Mount Everest for the first time without oxygen equipment with Reinhold Messner. Peter Habeler was one of the first Europeans to master one of the Big Walls (Salathé on El Capitán) in Yosemite National Park. He has been directing the *Alpinschule Zillertal* since 1973 and in 1993 he founded the ski and mountaineering school Mount Everest in his hometown Mayrhofen in Austria. He is renowned for his work as an officially appointed and sworn expert on mountaineering and was awarded the title of Professor for his many publications and continuous commitment to the mountains and mountaineering in 1999. Peter Habeler is married with two children and lives in Mayrhofen in the Austrian Zillertal valley.

Christoph Hainz

The South Tyrolean Christoph Hainz is known as a mountaineer of the "old school" in "modern times". Among his most impressive achievements are several first-time ascents of famous walls in the Dolomites (Three Peaks, Torre Trieste, Sass dla Crusc/Heiligkreuzkofel) with a difficulty of near 10 as well as several rock climbing routes with a difficulty in the upper 10 region. A number of extreme ice climbing routes and rock climbing expeditions all over the world round off his outstanding curriculum.

Lynn Hill

Over the last 30 years, the rock climbing legend from the US has had significant influence on the development of climbing: After the first-time ascent of Ophir Broke (1979: first 7c climbed by a woman) and Masse Critique (1990: first 8b climbed by a woman), in 1993 she also added the first free ascent of the Nose route on Yosemite's El Capitán to her greatest achievements. Her recent peak performances include the Chablanke (V11/V12) in Hueco Tanks in 2008. Lynn Hill lives in Colorado and shares her knowledge and expertise, among others, in climbing camps. She has a six-year-old son. More than as an athletic challenge, she sees climbing as "a way to develop as a person; a way to understand this world and share my experiences with others".

Steve House

The leading top-class mountaineer from the US remains uncompromisingly true to the Alpine style on even the most difficult routes and has continuously been setting new standards when it comes to climbing in extreme heights. His peak achievements include the first Alpine-style ascent of the Central Pillar of the Rupal Face on Nanga Parbat and the first solo ascent of the K7 in Karakorum.

Alexander Huber

Peak performances world-wide – No other rope team has marked modern mountaineering like the Huber brothers. Alexander and Thomas Huber fascinate the whole world with their achievements in rock and alpine climbing and complex first-time ascents. Alexander Huber will be at the IMS[®] to talk about his many accomplishments like countless first-time ascents and free solo ascents of up to the 10th difficulty grade at El Capitán. He has also mastered the first free solo ascent of the Direttissima on the north face of the Cima Grande/Große Zinne in the Italian Dolomites. Last year, he achieved another highlight in the Mont Blanc massif, where he climbed the Grand Capucin free solo via the Voie de Suisse (VII+) and then returned on the same route. Late in autumn of the same year, Alexander Huber and his brother mastered three new routes in the Antarctic together with Stephan Siegrist: under the fiercest conditions, they climbed Eiszeit (VII+, A4), Skywalk (VII-) and Sound of Silence (VIII-, A2).

Hans Kammerlander

Hans Kammerlander grew up among the mountains of the Aurina/Ahrntal valley in South Tyrol. Together with Reinhold Messner he achieved the first traverse of two eight-thousanders in a row. He was the first person to attempt to ski down Mount Everest and who skied down an eight-thousander (Broad Peak) from top to bottom down to the base camp. He has also climbed 12 of the 14 eight-thousanders and tackled many first-time ascents of six- and seven thousanders without oxygen equipment. For 15 years he directed the *Alpenschule Südtirol* (until 2003), where he also successfully led several expeditions to some of the lower peaks in the Himalayas and added a number of first-time ascents of difficult six- and seven thousanders to his achievements. Hans Kammerlander now lives in Acereto/Ahornach in South Tyrol. In April 2009, he initiated his latest project: climbing the second-highest mountain of each continent - in other words peaks which are often classified as technically more difficult than the highest summit. The South Tyrolean extreme mountaineer plans to ascend all Seven Second Summits within the next two years.

Reinhold Messner

Born in Bressanone/Brixen, Reinhold Messner is probably the most influential extreme mountaineer between the late 60s and 80s. Today, his name stands above all for singular achievements in the Himalayas: By 1986 he was the first person to have climbed all 14 eight-thousanders. In 1978 he climbed Mount Everest for the first time without supplementary oxygen together with Peter Habeler - an outstanding accomplishment which earned him world-wide fame. Reinhold Messner was one of the very first professionals in mountain sports. When not climbing in extreme heights, he dedicates his time to mountain farming and writing down his experiences, among others. His personal philosophy has always remained crucial to him: He wants to achieve his objectives "by fair means"- rock climbing without artificial aids and climbing of peaks without bottled oxygen. It is all about being exposed to nature. Today, Reinhold Messner lives in the South Tyrolean city of Merano/Meran and spends the summer with his family in their castle *Juval* in the Venosta/Vinschgau valley. He is culturally and politically active and has even taken some uncomfortable positions in his new commitments: Until 2005, he was a Member of the European Parliament for the Green Party. Since 2003, he has been dedicating his time principally to his new major project, the Messner Mountain Museum (MMM), and his foundation Messner Mountain Federation (MMF).

Simone Moro

The Italian mountaineering professional is an outstanding example of successful climbing in the Himalayas. The daring undertakings of this certified alpinist are characterised by a lot of style: among others, he has accomplished the first ascent of the eight-thousander Shisha Pangma in winter and the first north-south traverse of Mount Everest. His goal is to climb eight-thousanders without supplementary oxygen on difficult routes and to be the first to ascend them in winter. However, he principally aims to climb still untouched mountains.

Ines Papert

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One of the world's best extreme mountaineers and four times world ice climbing champion, Ines Papert has repeatedly proven her skills on ice and rock. Among many others, she has mastered routes with a difficulty level of up to 10 in large walls and highly complex ice and mixed routes in the western Alps (e.g. Eiger North Face, Cima Grande/Große Zinne), Norway and Canada.

Roger Schaeli

The Swiss extreme athlete is characterised above all by his love for difficult alpine routes: He has mastered the toughest ice climbing routes in the Swiss region *Berner Oberland* (often together with Christoph Hainz) and an unusual number of ascents of the Eiger North Face.

Doug Scott

Doug Scott is deservedly known as one of the best mountaineers of the 70s and 80s as well as one of the most successful climbers in extreme heights of all times: He has participated in 45 expeditions and climbed over 40 peaks. His thoroughly consequent alpine style and insistence on a minimum of equipment have earned him additional recognition on an international level. Together with Sir Chris Bonington he mastered the first ascent of The Ogre.

Stephan Siegrist

The Swiss climber is known as the "Caretaker of the Eiger North Face": He has climbed it over 20 times, among others in 1999 when a large-scale TV broadcast of the Swiss Television channel documented its live ascent by two teams in 30 hours. In 2002, he climbed it with Michal Pitelka using the historic equipment which the first climbers to ascend the Eiger North Face in 1938 had used. The professional mountain guide and carpenter has tackled tours in many different mountain ranges of the world and opened a number of highly difficult climbing routes. Together with Ueli Steck, in 2008 Stephan Siegrist mastered Pacienca (8a), the most difficult route on the Eiger North Face. The same year, he also accomplished three first-time ascents in the Antarctic together with the Huber brothers: Ulvetanna, the west face of Holtanna and the route Skywalk

(free style). Stephan Siegrist lives in Interlaken. Whether in the Himalayas, Patagonia or the Antarctic: as a very nature-loving person, his goal is not only physical challenge, but also finding the way to himself.

Heinz Zak

His photographs travel around the world, and his passion for nature and mountains have earned him both breathtaking shots and climbing routes: Heinz Zak, photographer and high-class climber from Tyrol in Austria, is simply brilliant when it comes to opening up new local rock climbing walls and alpine routes with a difficulty level of up to 10. He brought sport climbing from America to Austria and opened up routes in the Karwendel and Wetterstein mountains, among others. Some of his routes and first-time ascents were believed to be impossible, like the traverse of the main Karwendel ridge in winter without a rope. But Heinz Zak has mastered and photographed many other challenging routes and peaks in different parts of the world: He was the second person to climb Royal Flush on Fitz Roy in Patagonia and the third to conquer Separate Reality free solo in Yosemite National Park. The crowning achievement of his undertakings is probably the climbing of The Nose on El Capitán and of the Half Dome NW wall in one day.

6. Press contacts

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