Every project has its own history

MND stories p.10
Working with you to design and breathe life into your projects, our group provides its experience to ensure the safety, leisure activities and mobility of men and women.

What guides us? What sets the tone for our group? Our values: Performance, Audacity, Confidence, Enthusiasm!

PERFORMANCE
Born in the French Alps, our group has spread its wings and our space planning expertise is now exported internationally. Our playgrounds are both urban and mountainous: from Canadian industrial sites to Chinese city centres, not forgetting the security of American roads, Austrian ski slopes and indoor centres dotted around the globe…

A partner with solutions by your side.

AUDACITY
YOUR projects become OUR business: through creativity, innovation and pragmatism. Turn-key, tailored, customised offers: we seek the best solutions for each project.

CONFIDENCE
We have know-how of course, but we also “know how” to listen because we are here to serve our customers, who are equally innovative. We work on this human relations aspect on a daily basis. It is rooted in the expertise of our teams.

Adaptation. A fundamental necessity, a critical part of our genes.

This probably has something to do with our mountain roots. Adapting to the difficulties of the climate, expressing our talents in places that are difficult to access. Our goal? To make even your most ground-breaking technical and/or fun projects easier.

ENTHUSIASM
Above all, MND is a team of committed, passionate people. Both for our customers and for our own requirements - to move into a new phase and keep the group as solid and well-founded as it is - or to complete its 2022 transformation plan, Succeed together. Because what will always be most important to us is to succeed together, with enthusiasm and perseverance! •

I hope you enjoy our magazine!
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SCALING new heights THROUGHOUT THE WORLD!

Club Med specialises in high end, fun, all-inclusive holidays, adopting a clear position in the mountains with a strong strategy: one new resort per year in the Alps until 2023 at least. The latest-generation resorts, whose success is based on service, notably integrating digital aspects, and of course, the backbone of the resorts: the GOs! “Our high end position, with the Club Med spirit, is particularly appealing to families. Our GO teams embody the life in our villages”, concludes Xavier Le Guillermic. We were invited, behind the scenes, to take a look at Club life, by the Director of Village Infrastructures for Europe and Africa and Mountain Strategy. Three questions for a key player in mountain tourism.

Club Med continues to show its fondness for the mountains, but what is your future vision of this market?

Xavier Le Guillermic: “Our overall vision is to strengthen our leading position in mountain tourism. Not only in Europe but on the other continents too.
Since 2016, our strategy has been to open a new village every year in the Alps. After Grand Massif Samoëns Morillon in 2017 and Les Arcs Panorama in 2018, our policy continues with Alpe d’Huez in December 2018. The site has been entirely renovated, with an extension and an upgrade from 3 to 4 Tridents, so we class it as a new resort. Why Alpe d’Huez? It is an emblematic resort for Club Med, with an exceptional ski-in ski-out location, and is lively all year round. This is a strategic aspect for us, because we are aiming to be the global leader in luxury, all-inclusive holidays in the mountains. A new village, like the ones in Alpe d’Huez, Grand Massif Samoëns Morillon or Les Arcs Panorama, represents an investment of around €100 million, which must be profitable over a long period, covering winter, spring and summer.
We believe in the mountain market in France, which is why we are investing in it. There is a real future for the French mountains, provided that all the partners make long-term investments: airport reception of an international clientele, resort accessibility, high speed internet, artificial snow, shopping malls, etc.”

Club Med is present in Chinese tourist destinations, what is your feedback on this booming market?

Xavier Le Guillermic: “It is obviously different from the European market. Firstly, this high-potential market demands a long-term vision. China (1.3 billion inhabitants, only 8% of whom have a passport) first discovered tourism just a few years ago. We have been present there since the economy opened in the early 2000s (we currently have 300 employees in our offices in Shanghai, Taiwan and Hong Kong).
We are interested in the inland (Guilin), seaside (Sanya) and mountain markets (with two villages, Beidahu and Yabuli). We have also launched a Club Med Joyview village concept for an urban clientele, within a 2 hour drive of the major cities. The Club has therefore laid its foundations in China, our second largest market...
"We now talk of ‘mountains’ rather than ‘winter sports’. This is essential. This change in semantics is relatively recent. Our resorts have been built on winter sports. A whole world of fun is now being constructed around them."

after France, and now counts almost 240,000 customers. Our strategy? To teach the Chinese to ski in Asia. It would be illusory to attempt to attract them to Europe initially. They must first develop a taste for mountain tourism, in both summer and winter, since outdoor activities are also developing quickly there. A few weeks ago, with Eric Brèche, CEO of the ESF ski school, we created the Ski Academy in China: the instruction method applies the famous ESF technique, adapted to the particularities of the local market, with the intention of promoting instructor training and developing the loyalty of Chinese skiers. We are counting on lasting popularity, after the winter Olympic Games in Beijing in 2022, and are clearly hoping to position ourselves as the partner of reference in the development of this market.”

In France, your new villages in Samoëns and Les Arcs, with their large-scale infrastructures, have become a reference. Xavier Le Guillermic: “Indeed, and they meet very specific criteria. Our strategy is based on the development of our all-inclusive model, built around a family clientele: family rooms, childcare from the baby-club to organised activities for teenagers, co-branded spas in partnership with famous names, swimming pools, restaurants... There has to be something for everyone. We therefore have specific requirements with regard to our locations: they must be premium sites with incredible views and large enough to hold all our structures. Our model is designed for a hotel capacity of 400-420 rooms and approximately 1,000 beds, including either an exclusive collection area (25 suites) or a programme of luxury chalets, like those in Valmorel or this year in Samoëns. The second criteria is ski-in ski-out. This is fundamental and absolutely essential. Our arrival generally enables renovation of the ski lifts, making them more modern and comfortable, which is beneficial to the whole ski area. The third criteria is that the resort must be as dynamic in summer as in winter. Ten years ago, no-one considered that. But this bi-seasonal aspect is now significant and central. People like the mountains in summer: positive perception levels are very high and it represents a new form of exoticism. Paradise without the heat. Customers sometimes have the impression that they might be bored. The resorts have understood this and are developing attractive, fun activities. The summer season is now a national cause in France, but the quest for “year-round” activity affects every country, so we must attract more international visitors to the mountains in summer.” •
4 seasons, diversification and digitalisation: INVENTING THE MOUNTAIN OF TOMORROW

Inventing the mountains of tomorrow: this is the invitation launched by the World Tourism Organisation, with an interesting view of mountain resorts. Work on positioning, year-round offers, diversification, mobility, omnichannel and training... there is no shortage of topics for debate! Inspiring!

MND Mag: Tourism industry is growing fast all around the world; what is the role of UNWTO in this fast growing industry and your main challenges at the moment?

Tourism is among the top five economic sectors in the world, and one of the fastest growing. But big numbers also entail big responsibilities.

As the leading international organization in the field of tourism - the World Tourism Organization (UNWTO) is the United Nations specialized agency responsible for the promotion of responsible, sustainable and universally accessible tourism. UNWTO promotes tourism as a driver of economic growth, inclusive development and environmental sustainability and offers leadership and support to the sector in advancing knowledge and tourism policies worldwide. UNWTO is committed to ensure that tourism plays a key role in the 2030 Agenda for Sustainable Development against the backdrop of tourism's cross cutting nature and deep social rooting like almost no other activity. The result: tourism provides the resilience that economies need and everybody is craving.

Tourism has a say when it comes to facing up to global challenges: climate change, the future of work for decent and quality employment, or the equal distribution of opportunities. This year, in 2019 we dedicate special attention to education, skills development and jobs. This is also the focus of the UNWTO General Assembly in September and of this year’s World Tourism Day, that same month. We need to invest and create quality job opportunities in tourism to meet current and future market demands. This will enhance the competitiveness and sustainability of tourism destinations.

MND Mag: According to you what are the growth drivers of mountain tourist destinations and in particular ski resorts?

The factors that will be critical to ensure a strong and sustainable growth of mountain tourism are:

- Having a Year-long strategy (4 seasons)
- Promoting product diversification in line with new consumer trends (culture, health and wellness, sports, gastronomy, adventure, MICE, agro tourism)
- Embracing digitalization and technology in all the parts of the consumers experience
- Investing in smart mobility, connectivity and sustainable infrastructure
MND Mag: From your perspective, what are the key challenges of mountain tourist destinations in the emerging markets? (Central Asia, China, Africa/middle east)

Mountain areas often face difficult challenges to their development, including harsh climate conditions and water scarcity, waste management, vulnerability to natural disasters and problems of remoteness and accessibility. At the same time, tourism is often the only way to create wealth in mountain territories, yet its sustainability depends on the preservation of its resources. Mountain tourism development must go hand in hand with protecting and preserving the mountain ecosystem to ensure tourism’s long-term sustainability and the alignment to the Sustainable Development Goals.

The fragility of mountain ecosystems is a major challenge for tourism development, not only in emerging markets but in the whole world. Tourism entrepreneurs need to develop a fuller understanding of the resources they wish to exploit and adopt a two-pronged approach that incorporates both more intense use of natural resources while preserving the unspoiled landscapes and healthy environments that make them attractive to tourists in the first place.

In addition, mountain tourism destinations tend to offer similar products, as such, they should strive to differentiate and fight seasonality by diversifying to offer year-long products according to new consumer trends (culture, health and wellness, sports, gastronomy, adventure, agro tourism). There is a need to reinvent mountain destinations by positioning and repositioning, branding and digitalization.

However, the public sector is also crucial for maintaining the social and economic life in remote and less developed regions as well as for formulating policies to prevent the exodus of the populations. Municipalities, regions and states need to set up coordinately adequate frameworks that promote growth while taking into account the carrying capacities of given areas in order to relativize and optimize the impacts of such growth.

In this regard, sustainability has been placed higher and higher in the policy level, but we are facing an implementation gap, which needs to be addressed at local level since it is in the ground where tourism happens. There is a pressing need for localizing the 17 SDGs, and this includes the involvement of local communities in participatory processes when planning mountain tourism policies in order to break the silos between the community and the tourists, which will ultimately ensure benefits for all.

MND Mag: In three words, how do you see the mountain tourism in 2050?

More, better, sustainable.

In a 2050 world where urban environments will prevail, a demand for rural and mountain products, clean air, healthy lifestyles, green space and tranquility will increase.

The new tourist will be in search of authenticity and a closer connection to nature.

If we work today for sustainable mountain tourism for the future, mountain tourism destinations will be able to cater for that need.
IST helicopter transportation of a support/compression roller battery for a 4-seat fixed chairlift in the Pyrenees (France) in 2018.
What do Rio Tinto, a multi-national mining group with 47,500 employees, and TAS, a subsidiary of MND with 20 employees, have in common? Kemano, of course! The demanding industrialist came looking for our expertise for a work site with the original byline of “everything must go”! Advice on solutions and flexibility were essential, because this site must be temporarily secured throughout the duration of the industrial work being carried out. Louis Noël, Managing Director of TAS, explained the ins and outs of this somewhat unusual Canadian project.

MND Mag: What brought this industrial giant to TAS?
Louis Noël: “The mining group Rio Tinto operates across the world and, for its project in Kemano, Canada, it is installing a penstock for the hydroelectric plant, to supply one of its factories, site access had to be protected from avalanches. Local experts therefore contacted us through our local partner.”

MND Mag: What is so special about this project?
Louis Noël: “It is in a protected area, in a nature park. Our customer was authorised to equip the site but everything had to be removed afterwards to leave the site in its natural state. Restore the natural condition of the site. The security measures therefore had to be temporary, for the duration of the site works only.”

MND Mag: So some ingenuity was necessary?
Louis Noël: “Exactly, because our products are not designed to be dismantled. In fact they are designed for the opposite: to last as long as possible! We had to adapt certain parts. The counter-weights, for example, are huge steel cylinders, into which concrete is poured. They ultimately weigh 4-5 tonnes. So, we came up with technical solution for this specific site, whose elements would be dismantled one at a time, leaving no trace of our intervention.”

MND Mag: Aside from this “customised” aspect, was the customer not also attracted by your more usual technical solutions?
Louis Noël: “Some of the customised adaptations were made to meet the specific needs of this industrial customer: each player in this field is highly specific, and we have to know how to adapt. But it’s true that our Gazex systems are universally appreciated, being so easy to use. The software that coordinates everything is very user-friendly: you don’t need specific skills to operate the system. You don’t have to be an expert. This was important for Rio Tinto.”

MND Mag: I imagine this was particularly appreciated with respect to user safety...
Louis Noël: “Precisely, and that was our customer’s main concern. Rio Tinto employees are very skilled, very rigorous. Our expertise, our very “meticulous” side, was ideally suited to their high level of requirements. We did all we could to adapt the maintenance to their specific constraints, and our automated, remote-controllable solutions are optimised for user safety. It is not all that surprising that this huge Canadian giant came looking for this little Frenchie! (smiles).”
“The Rio Tinto group is very sensitive to safety issues; it is in their DNA. Being protection specialists, this is something we fully understand.”
Isola 2000, 
_a STADIUM at THE TOP_

Such projects are few and far between. The largest in France. The dynamic resort Isola 2000 wanted to build a new stadium with a competition slope certified by the International Ski Federation. The project is not only unusual in its size, but also because, unlike most projects these days, which are additions or adaptations, this was a pure creation. Visit of the work site.

Let’s start by setting the scene. Perched on the border between France and Italy, Isola 2000 offers a breath-taking view of the Mediterranean Sea, the Ecrins mountains and Mont Viso. In this beautiful natural setting, the ski slopes culminate at an altitude of 2,610m. The southern Alps resort is run by the city of Nice, and carries the hallmark of its mayor, Christian Estrosi, a former top sportsman.

“This new FIS-certified training stadium has a lovely story” commented Julien Noël, director of the MBS subsidiary. “What is so special about it? There are only a few such stadiums, and hardly any in the southern Alps. The operating committee of the Mercantour resorts selected us for our multiple brand offer and our expertise in security and snow production.”

The entire project was supervised by MND, with MBS for the security aspects, and SUFAG in charge of snow production: the complementary skills of the group’s subsidiaries were an ideal combination. The result? A stadium with the technical criteria to host world cup events.

“This was our largest protection job last year” continued Julien Noël, “with the supply of all the protection mats, creation of anchor points for the grooming machines, etc. SUFAG supplied and installed the whole snow production system”.

_Inauguration of the training stadium, attended by Mr ESTROSI._

**Project figures**
- 350m protection
- 12m tall World Cup masts
- 4m net height
- 4,000m net length
- 1 month work site duration
3 remarkable points about Isola 2000

Cross-selling
Project size
Pure creation
WORK in progress...

The realities of work in the field speak for themselves... This is where we are at our best: in action.

Let’s take a look at the site of the sledge on rails in Bosco-Gurin, with a new solution developed by Techfun, and take a trip to Swanlake, in the foothills of the Mongolian plateau. Expertise, know-how and advice on the agenda.

A BIG FIRST for Techfun

The first site of the new generation FunCoaster sledge, by Techfun, is in Italian-speaking Switzerland, in Bosco-Gurin. The company’s proposal was selected because it blended well into the landscape, a key point for the customer, a private investor. Another important factor of course, was the year-round operation of the system. “This is why Techfun exists” points out Sylvain Charrot (design office). “Offer diversity is a priority for mountain resorts, which are completing their core offer with fun, après-ski leisure activities that can function all year round. In Bosco, we are installing a closed circuit, monorail product, with a single boarding station and a sledge riser system that is very practical for everyday operations.”

What is so special about the Tessin site? Its altitude: the sledge is not at the bottom of the slopes, but at an altitude of 2,000m! At this height, snow often falls in large quantities... and earlier in the season, which actually interrupted our work for a while. In the end, although the route remains as close as possible to the ground to ensure its integration into the landscape, it will be great fun, with its five jumps and a sensational start. This Bosco-Gurin site certainly demonstrates Techfun’s technical expertise. MND’s sensational leisure subsidiary has more surprises in store...
And now to China, to visit the Swanlake site in the province of Hebei, which will be hosting the 2022 Olympic Games, along with Beijing. What convinced the Chinese hotel group, Blue Wish Holding? MND’s comprehensive offer and the group’s local presence via its subsidiary, MND Zhangjiakhou. “In this somewhat surprising place, in the foothills of the Mongolian plateau, on the banks of a gigantic lake, we are creating a fun sensation sport area for our customer, who has never produced this kind of facility before”, reports Martin Francou, MND Business Development director. “In terms of ski lifts, most of the work will be done this year: we are putting up two chairlifts near a hotel whose construction will also begin soon. We are also putting in the entire snow production system, in the form of another turnkey project. Pump room, piping, snow cannons: 80% of the work has already been done, so snow can be produced for the area at the bottom of the slopes this year to launch the project this winter and attract future customers.”

The third part of the contract includes a whole range of fun activities: zip wires, sledge on rails, overhead adventure course... This is currently in the study phase and will be installed during 2019. “We advised our customer to adopt a year-round operation approach” indicates Martin Francou. “This beautiful site is even more attractive in summer. The natural wilderness, still preserved, offers a very pleasant refuge. This natural position is very important: we are of course installing facilities, but always with site preservation in mind. As well as our work on the material installations, we try to provide our customer with the best possible advice, because we appreciate his confidence and this is his first project of this kind. We advised on the technologies involved, including the most economic options for him but also the most suitable. I think our customers appreciate this approach: we are not just there to put up ski lifts!”

3 remarkable points about Swanlake

- An incredibly beautiful site to be respected
- A comprehensive, turnkey MND offer
- Year-round components
Zip wire in Geilo (Norway), installed by Techfun. The world’s first zip wire with an intermediary pylon, causing the cable to change directions.
Winning synergy in Oberhof (Germany)

A full package, branded MND, for this comprehensive project from study to commissioning including all authorisations. “It means real peace of mind for the customer to have a single group do everything, from A to Z”, according to Mathieu Frasson. “This synergy between our subsidiaries means we can provide a full system, from vehicle garages to the finishing paving stones, as well as roofing for the downstream drive station.”

Adaptation and customisation in Flaine (France)

“The French resort Flaine wanted to renovate and shelter an existing magic carpet for skiers” explains Raphaël Perrier. “Our instruction was to use the existing system, upgrade it and ensure compliance with standards, making it simpler to use and improving its availability.” This very busy magic carpet at the bottom of the slopes is used by novice skiers (including ski schools) and by pedestrians to move from one zone to another (to avoid having to walk in the snow). The gallery was put up to shelter the carpet so that it can operate as quickly as possible after a snowfall and to keep pedestrians dry. Site particularities: Flaine is a “Bâtiments de France” classified site. “The gallery had to be removable. The Bâtiments de France architects asked that it be removed in summer to minimise its impact on the landscape.” MND’s response combined creativity, customisation and adaptation!

Gradual development of the Lognan stadium in Tignes (France)

MBS installed World Cup masts over 200m of the Lognan stadium in Tignes. “This additional protection will optimise the existing certification” explains Julien Noël, Managing Director. “It means higher level competitions can be held here.” The stadium is a long-term investment for the French resort, which is spreading the work over several years. “Tignes chose to upgrade its stadium in an on-going manner to improve quality little by little. Their confidence is in the long run: we are building their project with them, over time.”
Sensations in Mijoux (France)

Ordered by the Pays de Gex community, an unusual zip wire is going to be installed along a ski lift in Mijoux-la-Faucille. The tender contract won by Techfun concerns the design and implementation of this new activity: the entire leisure project had to be designed and developed. “We are assisting the customer from the start to the end of the project, from the design phase to installation, which is scheduled this spring, for a turnkey delivery” explains Pierre Métayer, Managing Director of Techfun. This year-round product will enable diversification of the ski area, as part of the community’s activity development plan to boost the commercial offer and attract more tourists. The economic model (ticket sales) makes it a profitable operation. “The starting point comes after a walk along a 120m long gangway, at a height of 20m, a noteworthy architectural element” continues the Managing Director of Techfun, “a gradient of almost 37% (the steepest in France!) and a descent that follows the cliff line mean guaranteed sensations and a unique experience.”

- 905m long
- 312m altitude drop
- 37% gradient
- 90kmh maximum speed

Safety in Arabba (Italy)

Five Gazex systems installed in Arabba, a resort in the Dolomites, to protect several slopes and one lift. The equipment, installed last summer, was operational at the start of the winter.

Customised assistance in Platak (Croatia)

A total turnkey solution for Platak, a resort not far from Rijeka. A 30,000m² lake, cooling tower, building for the pump room, pump room, networks, pipes, cables, cannons: SUFAG did all this for our Croatian customer. “With 40 connection points for 14 mobile snow cannons, we have an adaptable, broader firing range” notes Eddy Frère. “The automatic system is fully remote controlled”, reminds the SUFAG export sales manager. Site particularities: Very windy! “Snow cannons that could produce snow in difficult wind conditions were required. Our customer, a novice in terms of snow production, appreciated the quality of our intervention: we managed everything, bearing in mind local conditions, of course.”

Work in progress ...
The legendary roads of Colorado (USA)

Fifteen Obell’x installed in Colorado to make the Denver-Vail highway safer, bringing the number of these TAS installations to more than one hundred in the US. A solution perfectly suited to this type of requirement, ensuring user safety and preservation of maximal viability.

A discreet machine room that blends into the landscape for Les Grands Montets (Chamonix, France)

SUFAG revamped the pumping system of the Tabé sector based on an interesting landscape integration solution: “We placed the machine room inside the top station of the new Tabé chairlift”, explains Arnaud Equy. “This unique building, half buried in the landscape, is extremely discreet.” Super Access and Peak ventilator snow machines were selected for this legendary area. “They are among the biggest producers in our range”, continues the sales manager for France. To improve performance even more, they were installed high up on 4m towers. “This mechanically increases the transfer time of the water into the cold atmosphere, making snow quality even better, with a density of artificial snow that is even nicer to ski on.” A must have! So, Arnaud, why not install them like this everywhere? The expert’s response: “This type of installation has a formidable enemy: the wind! It would disperse all the snow produced. The key to our business is adapting to the conditions in the field. Each installation is specific to each ski area, to each slope.” This attention to detail has been particularly appreciated in Chamonix - Les Grands Montets for the past twenty years…
To make the site more attractive, this Indian customer chose to invest in and develop a fun offer based on sensational leisure activities. Techfun installed a zip wire park, which visitors access via an LST magic carpet. “The zip wires are in place, the earthworks have been completed,” says Pierre Métayer, Managing Director of Techfun. “In spring, we will be putting in the carpets and the tubing, because you can get down either in the air, or by sliding!”

10 zip wires on masts
220m tubing
140m magic carpet
SUFAG snow machine in Wanlong, the first Chinese resort to be equipped with an automatic snow production system.
Making **SNOW** and **SUNSHINE**

Meet the James Bond of the MND group. He is responsible for “special projects”. Even his job title conjures up images of the unusual. His field of action? “All over the world, and particularly where there is no snow!” Stéphane Gal, Indoor expert, reveals his secrets. Or not.

He goes where you might not expect the MND group to be. He can talk about his largest project but without telling us where it is or who the customer is. He can just about reveal the country. China. A huge country! And a project to match. “This concept covers 70,000m² offering a taste of the pleasures of snow in comfortable conditions. Indoors, everything can be controlled: temperature, humidity… My expertise is the creation of indoor snow areas of all kinds. And wherever they are.”

A snow-covered maze, ice circuit, via ferrata: the great indoor game

While snow production is certainly one of the basic ingredients of this urban leisure activity, it is not the only skill implemented by the MND group. “We adapt all our activities for indoor use: we install sledges on rails, tubing, electric skidoos, we can build snow mazes, ice circuits for skaters… Unless you would prefer a frozen waterfall or a via ferrata on rocks? We use the different products of the MND group, and its subsidiaries, to propose a complete offer.” And at the same time, build a fairytale world for an “indoor” interpretation of these mountain activities.

From cars to shopping mall events and aeronautical applications

The intervention possibilities of the indoor branch of MND are endless. Snow cover for shopping malls or city centres (for occasional events) is one. From ice rinks and powder snow for children’s games or temporary surfaces covered with snow to make ski “jumps”… MND teams can do it all. Including, in a totally different sector, climate tunnels for the car industry. “To measure car aerodynamics in closed, ventilated rooms, subjected to extreme conditions: snow, rain, wind, etc.”, explains Stéphane Gal. “BMW and Ford have already used our expertise to test their cars. As has Boeing Army, for much larger vehicles. We can create snow of the required quality. For BMW, we designed a system to recreate rainfall conditions.”

Advanced technological tools for limited energy consumption

The major particularity of indoor activities is that everything can be controlled and remains stable over time. “We are constantly seeking to reduce energy and water consumption. With indoor applications, the climatic conditions remain constant and optimisation is easy. The charge on the motors is always the same. There are no losses: any evaporation is collected and recycled. It is a closed cycle. All melt water is treated and re-used.” And the magic of snow can last… a whole year! •
90 indoor snow centres worldwide. 1 in 3 are in China.

A very broad range of MND products, that can be adapted for indoor use, from gondolas to chairlifts, carousels, sledges on rails and, of course, snow production.

Misconception!

A 30,000m² ski dome consumes the same amount of electricity as a 5,000m² supermarket.
The partnership, structured and formalised in October, developed naturally between the two firms. “We are putting together our know-how. MBS with its production units, its expertise. HO5 with its strong fun image and staging skills” says Julien Noël, Management Director of MBS, by way of introduction.

HO5, a pioneer and reference in its field, practically created the fun market. “We created our first themed slope in Méribel and since then, others have sprouted up all over”, recalls Nicolas Watier, co-manager of HO5. “With MBS, we will be able to invent products that do not yet exist.”

The two men know each other well, having come across one another more than once during their respective careers. However, this partnership is more than just a personal relationship - although this obviously helps - but initially, it was a question of the same territory: MBS and HO5 know their ski resorts by heart. And good practices too. A culture of field work and a sense of assistance are all part of their DNA.

HO5’s main strength is in customisation while MBS’s is its production capacity. “We can work all kinds of parts with our teams of sculptors, carpenters, metallurgists, painters, assembler/installers, graphic artists...” continues Nicolas Watier, HO5. “All our services are one-offs, we have no standard models. No two productions are the same, either in the field, or in their creation and implementation.”

This is confirmed by Julien Noël at MBS. “What we produced this autumn in Switzerland is a good illustration of this trend. In Thyon, we worked on a snowpark for the general public, improvement of the event area and the creation of fun areas, based on a mascot, “Gaspard the mountaineer”, sums up the managing director, before concluding: “Our overall joint offer for tourist areas comprises specific decor, furniture and storytelling, ingredients that constitute the added value of our products. And their true modernity”.

Any worthy partnership should be proud to proclaim the “win/win” message. And this truly is the case here. After a trial lasting just under a year, the engagement between MBS and HO5 Park has been officialised. Another step towards a complete tourism development offer and a reminder that MBS, with these fun areas, is more than just a safety specialist.
Each route has its specific requirements, it's unique, we created new profiles. Assistance, training, management, over the years, we have added all these offers to meet the needs of the resorts.

Nicolas Watier
MND Austria has deep roots and since the beginning of what was then SÜFAG, the story has continued to unfold. Double interview with its sales director, Günther Praxmarer, and Andreas Föger, the Safety and Outdoor Leisure sales director, to find out more about this emblematic subsidiary.

MND Mag: How did you get here?  
Günther: “I come from Schwaz, a mountain town in the Tyrol. I was once a good skier, a former amateur competitor, but sadly, I am no longer (laughter). I started working in a sports promotion agency. We were involved in organising the world cup event in Kitzbühel, as well as golfing and tennis competitions. Although I trained as an electrical engineer, I have never worked in that field! (laughter).”

Andreas: “I’m from Innsbruck, in Austria. I’m 27 years old. I studied economics, spending one year in Bologna, in Italy. I have been working for the Austrian subsidiary of MND for six years. Before that, I had gained some experience with a ski resort development company. I’m a keen sportsman. I climb, ski and surf. I love the mountains. It’s handy to have experience in the field. Actually doing these sports helps me to identify certain needs.”

MND Mag: Günther, what did you get out of organising Streif, on Hahnenkamm?  
Günther: “A view from “the other side”, a different point of view of the request, of the products we propose. But that’s now all behind us: I started making artificial snow twenty years ago. And for the past sixteen years, I’ve been with Sufag, the company that laid the foundations of MND Austria five years ago.”

MND Mag: What are the characteristics and trends of the Austrian market?  
Günther: “Austria is one of the world’s most developed countries in terms of ski areas, and competition is very dense. The market is constantly looking for technologies and innovation. We are appreciated for our high standards: we are at the cutting edge. Quality is essential. Austria resorts are relatively well equipped but they are increasingly turning towards snow production. Some are extending or improving their artificial snow systems. There will also be plenty of old equipment to be replaced in the coming years. Digitalisation is also a hot topic. Being able to check the system at a
glance. Sustainable development, the ecological footprint and limited consumption are also contemporary issues.”

**MND Mag: What are the strengths of MND Austria?**

**Andreas:** “A small team with huge expertise! Seriously, our strong point is our teams. Our employees are highly skilled, have a lot of knowledge and expertise... They are at the top of their game.”

**Günther:** “In artificial snow, MND Austria can count on a very high level of skill acquired over the years with SUFAG. Our customers appreciate our service quality. Our support, our assistance. The comprehensive aspect of our offer is also appreciated, with expertise on controlled avalanches and ski lift installation, notably in Germany. As for artificial snow, we also have a long history in ski area security. The company’s experience, associate with a sense of service, are the assets that we are most proud of.”

**Günther by Andreas**

He acquired substantial experience with SUFAG. He is extremely experienced in the technical aspects. He is ultra-competent, notably in the sector of artificial snow.

**Günther:** “Energy and energy management are at the heart of all of today’s projects. We do all that we can to reduce our consumption, to the limits of what technology allows.”
INDUSTRIAL MOMENT #5

SUFAG assembly site in Östersund, Sweden

LST workshop in Sainte-Hélène-du-Lac, France
MND China assembly site, Zhangjiakou, China

TAS workshop in Sainte-Hélène-du-Lac, France
> SNOW 2019 / Siglufjordur / Iceland
4-5 April 2019

> ASL MEETING / Trysil / Norway
8-12 April 2019

> PROWINTE / Bolzano / Italy
9-11 April 2019

> ALPIPRO / Chambéry / France
23-27 April 2019

> NSAA / San Diego / USA
29 April - 2 May 2019

> CANADIAN AVALANCHE ASSOCIATION MEETING / Penticton / Canada
6-10 May 2019

> INTERALPIN / Innsbruck / Austria
8-10 May 2019

> OITAF SEMINAR / Innsbruck / Austria
9 May 2019

> FIS CONGRESS / Cavtat-Dubrovnik / Croatia
28 May-1 June 2019

> AVALANCHE CONFERENCE / Christchurch / New Zealand
18-19 June 2019

> FIS CONGRESS / Bariloche / Argentina
7-14 September 2019

> DSF / Besançon / France
30 September - 2 October 2019

> PUBLIC TRANSPORT / Nantes / France
1-3 October 2019

> FIS / Zurich / Switzerland
1-5 October 2019

> SKI BUILD / Moscow / Russia
3-5 October 2019

> CISA IKAR / Zakopane / Poland
9-12 October 2019

> EXPO ANDES / Santiago / Chile
16-18 October 2019

> ALPINMESSE / Innsbruck / Austria
9-10 November 2019

> IAPAA / Orlando / USA
18-22 November 2019

> MAYORS AND COMMUNITIES Paris / France
19-21 November 2019

> ALPITEC / Beijing / China
January 2020

with Victor Muffat-Jeandet, Olympic medal-winner
18. MND at the DSF congress in Paris (France)
19. 4-year partnership agreement with the FFS
20. Chinese delegation, visit to MND
21. SUFAG technical day in Chamrousse (France)
22. SUFAG technical day in Le Carroz (France).