

A successful ninth edition of the International Mountain Summit

The International Mountain Summit had called and mountain lovers from all over the world came for the IMS week to Brixen. With nearly 9000 visitors, 50 speakers, 80 accredited journalists from over 10 countries, many impulses for the development of the mountain world and its protagonists, as well as 3000 photos at the IMS Photo Contest, the Mountain Festival recently concluded its ninth edition.

Accompanied by a sun-drenched autumn hiking week, the makers of the IMS in Bressanone **Markus Gaiser** and **Alex Ploner** again welcomed guests from all over the world. Just as extensive as the range of topics was once again the guest list of the festival.

Whether it was the humour and bustle of 75-year-old mountaineer legend **Peter Habeler** who reported on his ascent of the Eiger or the timid climbing hero **Alex Honnold**, who told about his free solo ascension of the El Capitan, the selection of topics and encounters was great.

„This edition has once again exceeded our expectations. The feedback shows that we succeed with our program mix to touch people, to give an unforgettable experience at the IMS and to encourage an exchange of ideas and thoughts among experts“, the organiser association's president **Markus Gaiser** is pleased with the outcome of the IMS which has just ended.

One of the highlights at this year's IMS was certainly the appearance of Samuel Koch, who 7 years ago had his serious accident in the TV show *Wetten dass ...* (German version of *You Bet!*) and since then is in a wheelchair. His statement on the value of a human being made the spine-tingling moment of the festival. During the week there was also talks about first aid, organ donation, satellite technology in civil protection, altitude medicine, happiness, a Burmese mountain tribe with facial tattoos and the new film by Reinhold Messner.

„The festival is a great collaborative effort of volunteers, our organisation team, many organisations and companies, as well as sponsors and partners who have been loyal to us for years. If experienced and versatile lecturers and visitors inform us, that they cannot experience such a festival anywhere in the world, appreciate our great mountain world and hospitality and like to come back, this is the most beautiful reward you can get as an event manager“, says co-organiser **Alex Ploner**.

Pressebüro | Ufficio stampa | Press office

IMS - International Mountain Summit

Contact: Erica Kircheis | +39 347 6155011 | press@ims.bz

Brennerstraße 28 | Via Brennero 28 | I-39042 Brixen/Bressanone

info@ims.bz | www.ims.bz



The course for the jubilee edition has already been set. Then it is also time to present Brixen as Alpine City in 2018 within the framework of the festival and to look back on a 10-year-old mountain festival history. Visitors from all over the world will be able to look forward once more to impulses, emotions, encounters and a highly organised festival from 8th to 13th October 2018.

The International Mountain Summit 2017 was supported by the umbrella brand **Südtirol**, **KIKU**, **Pircher**, **Stiftung Sparkasse**, **Brixen** and the **Trentino / South Tyrol region**.

Further images to download: <https://www.ims.bz/en/press-material.html>

