



POMA becomes the Official Partner of the Courchevel Méribel 2023 World Ski Championships!

During the Mountain Planet trade show currently being held in Grenoble, POMA and Courchevel Méribel 2023 officially announced their partnership for the 2023 World Ski Championships, which will be held from 6 to 19 February in these two internationally renowned resorts.

Such an event, so rare in France, is a major opportunity to showcase the know-how of French companies and resorts in terms of welcoming the public, customer experience and land use. In this very specific environment, POMA plays a major role by transporting several million skiers and visitors each year at French resorts and in particular Courchevel and Méribel, two destinations in which the Isère-based company has deep historical roots.

Courchevel Méribel 2023 and POMA now share the mission of promoting French expertise and know-how throughout the world. POMA is particularly proud of its “Made in France” policy throughout its design and production process.

The event will also be an opportunity for POMA to bring together all its stakeholders and partners to celebrate the great festival of international skiing and share this key moment with the entire mountain sector.

As the world leader in ropeway transportation, POMA is once again showing its support for the French ski and mountain ecosystem by working together with the Organising Committee of the 2023 World Ski Championships.



Fabien Felli, Vice-President of the POMA Board of Directors, Bernard Front, Courchevel Méribel 2023 President, Perrine Pelen, Courchevel Méribel 2023 Director General, Christian Laval, Associate Director of POMA, Jean-Yves Pachod, Mayor of Courchevel, Jean Souchal, President of the POMA Board of Directors and Fabrice Pannekoucke, Vice-President of the Auvergne-Rhône-Alpes Region, presented the 2023 World Championships and the partnership agreement at the Mountain Planet trade show in Grenoble.

Fabien Felli, Vice-President of the POMA Board of Directors: “POMA and Les 3 Vallées have always been linked by a common history. We are very proud today to work together with Courchevel Méribel 2023 for the Alpine World Ski Championships. As a national manufacturer with strong roots in our region and in the wonderful Méribel and Courchevel resorts, it is only natural for us to support this exceptional event showcasing the mountains and skiing in France and internationally. We share the same values, the same DNA and the same love for the mountains with Bernard Front and Perrine Pelen. It is with great pleasure that we are supporting the Courchevel Méribel 2023 organising committee and thereby French excellence.”

Perrine Pelen, Director General of Courchevel Méribel 2023: “POMA has always given unfailing support to the mountains and the ski industry and is proving this once again by accompanying Courchevel Méribel 2023 in the great adventure of the Alpine World Ski Championships. Together, we will proudly wear the colours of France to make this event a wonderful showcase for French mountains and their stakeholders. I would particularly like to thank Fabien Felli, Christian Laval and all the POMA teams for their trust in us and their enthusiasm at the idea of taking part in this great celebration of French and international skiing with us .”

About POMA:

POMA is a leader in ropeway transportation, recognised worldwide for its efficient and eco-friendly mobility solutions. With its innovations and know-how, POMA takes up all the challenges of mobility all around the world.

The wonderful history of ropeways began with POMA in 1936 in the Alps, on the snow-capped peaks of Alpe-d'Huez (France) when Jean Pomagalski, an engineer with a life-long love for the mountains, installed the very first surface lift there. This invention paved the way for the rapid development of recreational skiing in the resorts of Europe and the United States, where the surface lift is still called "poma-lift". The company POMA, then called POMAGALSKI, was officially founded in 1946.

Since then, POMA has not stopped innovating and contributing its expertise to ropeway transportation. From the mountains to the city, new mobility challenges are driving POMA to invent economically reasonable transportation solutions, respectful of people and their environment.

This is why there are more than 8,000 POMA transportation systems around the globe, used as urban transportation means, tourist attractions or for transporting industrial materials. From mountain peaks to major cities, the Group's expertise and its ropeway transportation systems are recognised worldwide.

POMA supports its customers at each stage of their projects: design, manufacturing, construction, operation and maintenance. POMA manages its installations in more than 30 countries simultaneously.

About Courchevel Méribel 2023:

From 6 to 19 February 2023, the ski resorts of Courchevel and Méribel will host the Alpine World Ski Championships. These two Olympic resorts, which have already hosted World Cups and are only 8 km apart, are world-famous and located in the heart of the world's largest ski area, the Three Valleys: *Les 3 Vallées*.

The event will bring together 75 nations, 600 athletes and up to 150,000 spectators. 500 million viewers will watch the competitions via 1,800 accredited media networks and more than 1,000 hours of broadcasting around the world.

France has hosted only four editions of the Alpine World Ski Championships, the last one in 2009 in Val d'Isère. It took 14 years for this exceptional event to return to France, kick-starting a series of major international sporting events for France in the winter of 2023, before the Rugby World Cup 2023 and the Paris 2024 Olympic Games.

Press contacts:

Courchevel Méribel 2023 - Marie Marchand-Arvier (Communications Manager): presse@courchevelmeribel2023.com

POMA - Nathalie Faure +33 (0)6 04 67 49 62 / RevolutionR: press.poma@revolutionr.com - +33 (0)6 49 28 70 23