



# FRENCH MOUNTAIN EXPERTISE



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- ▶ French **non profit public-private** organization since **1984**
- ▶ **Network** for mountain planning development & mountain management: **Studies, Equipment, Services**
- ▶ **MISSIONS:**

1. Accompany mountain tourism worldwide
2. Bring French mountain expertise
3. Help public or private decision maker to build attractive destinations
4. Create institutional cooperation & mountain business network



# MOUNTAIN TOURISM IN FRANCE



- ▶ 55 million of skiers/day, global leader ahead of the USA and Austria
- ▶ 250 resorts
- ▶ 4,000 km of ski runs
- ▶ 10 billion euros turnover
- ▶ 130,000 direct jobs



- ▶ **1960** : Iranian & French Mountaineering Federation cooperation
- ▶ **October 2015** : Official Visit with French Foreign Affair Minitestry
- ▶ **January 2016** : Meeting in Paris with Mr **Massoud Soltani-Far**
- ▶ **February 2016** : Technical visit of Albroz ski resorts
- ▶ **July 2016** : French Iranian expedition to measure Damavand peak

## Unique potencial

- 150 peaks up to 4 000 m
- Mont Damavand : 5970 m
- Strong culture of sports & mountains
- Project from scratch
- Tochal : Unique 4000 m summit in a capital city





# Cluster montagne

Mountain Development France

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