

President Zanatta presents Tecnica Group and the know-how of the sportsystem district

Good morning everyone, welcome to Tecnica Group, we are located in Giavera del Montello.

Within Tecnica we have brands that are the flagships of winter sports, such as Nordica, Tecnica, Blizzard, Lowa, Rollerblade and Moon Boot. Here, thanks to the know-how, the resources available and the historical experiences of the Sportsystem district, we are able to develop excellent products that represent us in the world.

The Sportsystem district pushes and stimulates companies that come to the area to find partners and relationships with suppliers or collaborators, which help in the development of new products, but also in bringing new ideas and helping companies develop their business in other markets.

President Zanatta: Sportsystem skills and suppliers for foreign collaborations

The Sportsystem district is an exceptional area because it gives companies the opportunity to collaborate. It is a network of companies that gives opportunities and stimulates development, new ideas. Within this territory, you can find skills ranging from designers to material suppliers and component suppliers. Here, they are not just suppliers but partners who help develop the product as well. So companies from the territory, but especially companies that come from other markets, find within this territory skills and the know-how that help develop new ideas. It is an area where strong contacts are created, not only within domestic companies but also through partnerships and international companies that come to the territory.

President Zanatta: the Sportsystem district location in the center of Milan - Cortina2026

We are located within a territory, that of the Sportsystem district, which we will see as a protagonist in the coming years with the Olympics that are scheduled for 2026. For the companies in the area, this is a great opportunity to showcase and give visibility to our territory in such an important occasion as the Olympics. So, one more reason to come and visit this territory is that we find not only big companies and brands of international caliber, but even aspects related to the world of tourism and culture that are certainly of great attraction.

President Zanatta: the export of Tecnica group and the entire Sportsystem district

Tecnica group has the opportunity to develop its sales internationally. Today the group sells about 94% of its sales volume in the export area, thus internationally, and this vocation is not only a characteristic of Tecnica group but of the whole territory. The big companies that are in the palmares of the territory are also devoted to international markets, so the sales of these brands are strongly projected abroad. It is something that has its roots in history but that continues to bring attention to these markets today as well.

President Zanatta: Sportsystem brands in the amazing context of the Dolomites

The Sportsystem district is located within an amazing context, we are within one of the most beautiful landscapes internationally, a UNESCO heritage site with the most beautiful mountains in the world, the Dolomites. It's an area of great tourist attraction, both in terms of winter sports such as skiing, but also for hiking during summer. The theme of the Dolomites, recognized as a UNESCO World Heritage Site, acts as a backdrop to an area characterized by an economy with great international vocation, represented by brands that are highly recognized worldwide.