



Martin Freinademetz

Former World Champion successful in Romania's tourism scene

Martin Freinademetz – a name which still sounds a bell in the international snowboard scene, even though the former World and European Champion does not compete anymore. Today the motorbike enthusiast is successfully operating a tourism agency in Rumania. In about two weeks he will be one of the many internationally renowned experts from the worlds of science, business and sports who will participate in the first World Winter Forum, an expert congress focussing on the topic "winter sports", which will take place in Vienna from October 12 to 14, 2005 at the Austria Center Vienna (ACV).

"For some years I have come to Rumania on a regular basis to travel the country on my motorbike", explains Freinademetz his original motivation to try his luck in one of the reform countries. For three years now he has been operating the company XVENTURE, which is specialized on off-road activities. During the winter he still is faithful to the sports he has come from: snowboarding. "I am involved in helicopter skiing and snowboarding activities", he explains. "In the winter season most of the guests are Rumanian, but the off-road programs are mainly frequented by tourists from Western Europe – 85 per cent of the customers of XVENTURE are from Western Europe."

Since Martin Freinademetz got to know the business environment in Rumania very well, his presentation at the WWF will focus on the country's image, the mentality of its people, the way they are working, the problem of corruption, the consumer behaviour, the tax situation and the possibilities and difficulties involved in founding a business in the country.

As far as Rumania's future as a tourism destination is concerned, Martin Freinademetz is convinced that there is a lot of potential. However, the precondition for a positive development will definitely be a modernization of the resorts in every aspect. And what does he think about the future accession of Rumania to the European Union? "I hope that EU membership will not bring about restrictions regarding off-road sports with motorized vehicles."

The future plans of the 35-year-old? In 2006 the "Red Bull Romaniacs" will start again on an Enduro-rally across Rumania and Freinademetz is planning offer similar tours with snowmobiles soon. "In addition, I would like to optimize the accommodation facilities and the tour program and I want to help developing a winter sports resort."

The World Winter Forum 2005

During a two-day congress at the Austria Center Vienna (ACV) a panoply of international experts will try to identify

the perspectives of winter sports and tourism in the future. The congress will take place under the patronage of Austria's Federal Chancellor Wolfgang Schüssel.

According to its multidisciplinary vocation the WWF will provide a forum for top athletes, event managers, future researchers, experts in the fields of tourism, the environment and climate and representatives of various tourist services in order to stimulate a fruitful discussion and exchange of ideas across and among the various thematic fields. Some of the prominent speakers will be:

Bode Miller, US ski champion
Andreas Braun, SWAROVSKI Crystal Worlds
James Skone, professor at the University for Applied Arts in Vienna
Hannes Jagerhofer, event organizer
Bruno Rambaudi, Vicepresident of the organizing committee of the Olympic Winter Games in Turin 2006
Leonid Tyagachev, president of the Russian Olympic Committee, president of the Russian Ski and Snowboard Federation
Eike Wenzel, editor-in-chief of the German Future Institute
Gernot Patzelt, glacier researcher
Martin Freinadametz, former snowboard world champion now running a tourism agency in Romania

The congress will be divided into four thematic fields:

- Cult and forms of presentation in winter sports and tourism
- Future developments of climate
- The opportunities of new markets (especially in Eastern Europe)
- Future Lab: trends and innovations, media and forms of presentation, design and technology.

[Additional information on the congress program as well as pictures free of rights can be downloaded here...](#)



Expert Congress:

"WINTER – Cult & forms of presentation in sports & tourism"
October 12 – 14, 2005, Austria Center Vienna.

World Winter Exhibition:

"WINTER – Survival - Recreation - Spectacle"
November 10 – December 18, 2005 Vienna Art Center,
1010 Wien, Freyung 6.
Open from Wednesday to Sunday

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