

3 Days Until the Event! Matsumoto Turns Into an Outdoor Paradise

ALPS OUTDOOR SUMMIT 2024

~ Three Days to Deepen and Enjoy the Outdoors with the Motto "Gratitude for the Mountains" ~

3 Days Until the Event!

With the concept of "LOVE CRAFTSMANSHIP," the ALPS OUTDOOR SUMMIT 2024 is approaching! Discover outdoor brands that embody the essence of craftsmanship, enjoy talks by top leaders in the outdoor industry, and participate in workshops and experiences that introduce you to the joys of outdoor life. Savor the craftsmanship through gourmet food trucks, and immerse yourself in the connections and life-enriching pleasures that the outdoors offer.

Grab your pre-sale tickets, available until October 4th, from the link below!

<https://nagano-ticket.com/resorts/aos/green>



<報道関係の方からのお問い合わせ先>

一般社団法人 ALPS OUTDOOR SUMMIT 広報担当：村田 問合せ | info@alpsoutdoorsummit.jp



111 brands that have mastered craftsmanship are gathering in Matsumoto!

From renowned manufacturers to local companies based around Nagano, and even garage brands, a carefully curated selection of manufacturers that have mastered craftsmanship will gather at this event. Many of these brands have never been seen in Nagano or Matsumoto before!

In addition, numerous brands known for promoting outdoor culture will also be present. This is a rare opportunity for outdoor enthusiasts to directly connect with the craftsmen behind these creations and for manufacturers to build ties with one another. Don't miss the chance to discover your dream brand and feel inspired to head out into the field right away!



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A dynamic showcase of leading figures from the outdoor industry will take place on stage!

Renowned craftsmen from exceptional manufacturers, representatives from mountain huts, popular outdoor shop owners, and outdoor influencers will all converge on stage. Among them are Yosuke Sugino, the lead actor of the mountain drama "Mountain Doctor," and Dr. Tomohide Ichikawa, a specialist in climbing medicine.

These top figures from various fields will come together, focusing on outdoor activities and the mountains. Additionally, the pioneering author of the outdoor boom, Makoto Shiina, will conclude the final day of the event, continuing to write actively.

This three-day event promises enjoyment for manufacturers, outdoor enthusiasts, and beginners just stepping into the world of outdoor activities. (Please note that October 4th is exclusively for industry professionals and press attendees.)

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メーカーディーラーバイヤーメディア対象日

10.4 FRI

10:00	10:30～ 開会式 ～一般社団法人ALPS OUTDOOR SUMMIT 行前説明 和泉洋一、本間信博
11:00	11:00～ 「山の夏行録」 横井 尚山氏 穂野 天輔氏・引藤 山昇 松沢 成彦氏 インテグリアー 株式会社 山崎 誠 山崎 誠 山崎 誠 山崎 誠 山崎 誠
12:00	12:00～ Starlinkと山の歴史WH-FI KDDI株式会社 事業創造本部 LK推進課 藤原 会典 西原 隆夫氏
13:00	13:50～ 水製品に価値をつくり「盛り」のクラフトマンシップ 株式会社三 兼代 兼代 兼代 兼代 兼代 兼代 兼代 兼代 兼代 兼代 NODATE (株式会社兼代工業) 代表取締役 間道 尚氏
14:00	13:50～ 「クオリティの重要性とリジェネラティブなものづくり」 パタゴニア日本支社 マーケティングブランドマネージャー 奥谷 穂子氏 インテグリアー ALPS OUTDOOR SUMMIT 行前説明 和泉洋一
15:00	14:35～ 【フィルム上映】パタゴニアフィルム「マシネットスロモーション」 ～実際のクラフトマンの制作現場へようこそ～

10.5 SAT

10:00	10:00～ オープニングトーク
11:00	10:50～ 山下さんが出たいオトナ女子の山登り YouTuber 山下 舞弓氏 インテグリアー YouTuber 山下 舞弓氏 本間 信博氏
12:00	12:00～ GOSSAMER GEAR 創始者 グレン・ヴァン・ベスキ氏 インテグリアー Gossamer Gear 上原 雅也氏
13:00	13:30～ アウトドアショップ業界「アウトドアショップの 目利き」は、どうやって学ぶのか CLAMPY 代表取締役 長谷川 勇樹氏 長谷川 勇樹氏 HELENE HOLDINGS 代表取締役 インテグリアー YouTuber 山下 舞弓氏
14:00	15:00～ 子供らしく自由に登山と山歩きを享受してきた 3人家族、奥の山とふれあひの思い出 長谷川 勇樹 (MOUJIN DICKY PRODUCTS 代表) アウトドア イブ・アムステルダム (代表) 長谷川 勇樹氏 長谷川 勇樹氏
15:00	15:00～ 子供らしく自由に登山と山歩きを享受してきた 3人家族、奥の山とふれあひの思い出 長谷川 勇樹 (MOUJIN DICKY PRODUCTS 代表) アウトドア イブ・アムステルダム (代表) 長谷川 勇樹氏 長谷川 勇樹氏
16:00	インテグリアー 株式会社 山崎 誠 山崎 誠 山崎 誠 山崎 誠 山崎 誠

10.6 SUN

11:00	ALPS OUTDOOR SUMMIT テーマソング演奏 アーティスト：「福島聡と清」 曲名：「Open World」
12:00	12:00～ 登山道具はじめの一步 雑誌「山と渓谷」編集長 五十嵐 孝人氏 アウトドアライター ホーボー ジュン氏
13:00	13:40～ ドラマ「マウンテンクッカー」 俳優 杉野 浩亮氏 監督 市川 新英氏 (松本 浩一 監督)
14:00	インテグリアー 株式会社 山崎 誠 山崎 誠 山崎 誠 山崎 誠 山崎 誠
15:00	15:00～ 作家 椎名 誠氏
16:00	インテグリアー 株式会社 山崎 誠 山崎 誠 山崎 誠 山崎 誠 山崎 誠



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The online community for the "ALPS OUTDOOR SUMMIT" is now open! Event participants can receive a coupon code for 7 days of free access.

Under the theme of "A space where outdoor enthusiasts connect through shared passion," the online community "ALPS OUTDOOR SUMMIT 365" (hereafter referred to as AOS365) has been launched. This community allows not only outdoor fans to connect with each other but also brands to engage with their fans year-round, going beyond just events. Membership pre-registration began on September 18.



In "AOS365," we aim to create a space where outdoor enthusiasts can naturally connect and interact. This includes those looking to make new outdoor friends, share their passion for outdoor gear, or explore and share the behind-the-scenes of craftsmanship.

During the "ALPS OUTDOOR SUMMIT," taking place from October 4 to 6, we will distribute a 7-day free coupon code exclusive to event participants. If you're interested, please stop by the "AOS365" booth at the event venue!

ALPS OUTDOOR SUMMIT 365

<https://365.alpsoutdoorsummit.jp/about>

The theme song for the "ALPS OUTDOOR SUMMIT" has been released!

"A song that everyone can hum along to, that lifts your spirits, and makes you want to head outdoors."

We've created such a theme song for the ALPS OUTDOOR SUMMIT! The artists behind it are the parent-child duo, "Fukushima Setsu and Nagisa."

The song's title is "Open World." It will be unveiled on October 6th at 11:00!

We hope you'll join us at the stage to hear it live!

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About Fukushima Setsu and Nagisa

A parent-child duo composed of music producer and singer-songwriter Fukushima Setsu and his 10-year-old daughter, Nagisa. Fushimi is the head of the advertising music production company, Ongakushitsu Inc. After moving from Tokyo to Naoshima, Kagawa in 2018, they have expanded their activities, including:

- TV Show *Shima Jirou no Wa!*, with songs like ♪ Mamimumemo Mottainai, Soshaku, Ayumodoki no Uta, and Kuruma no Naka kara SOS
- TV commercial for "Mitenemimamori GPS," where they appeared and sang
- TV dramas *What Did You Eat Yesterday?* and *Danchi no Futari*
- Music production for the films *What Did You Eat Yesterday?* and *A Magnificent World*

Official Site <http://setsu-fukushima.com>

Event Overview

Event Name: ALPS OUTDOOR SUMMIT 2024

Organizer: General Incorporated Association ALPS OUTDOOR SUMMIT

Supported by (including planned sponsors): Nagano Prefecture / Matsumoto City / Shiojiri City / Nagano Prefecture Tourism Organization / Matsumoto Chamber of Commerce and Industry / Shiojiri Chamber of Commerce and Industry

Dates: October 4 (Friday), October 5 (Saturday), October 6 (Sunday)

- **October 4:** OPEN 12:00 - CLOSE 17:00 (Press and outdoor industry personnel only)
- **October 5:** OPEN 10:00 - CLOSE 17:00
- **October 6:** OPEN 10:00 - CLOSE 16:00

Venue: Shinshu Sky Park Yamabiko Dome (9036-4 Kuko Higashi, Matsumoto City, Nagano Prefecture, 390-1131)

Admission Fees (inside the dome):

- **General:**
 - Advance: 1 DAY 1,500 yen / 2 DAY 2,500 yen
 - On the day: 1 DAY 2,000 yen / 2 DAY 3,000 yen (including tax)
- **Matsumoto City Residents / Shiojiri City Residents:**
 - Advance: 1 DAY 1,000 yen / 2 DAY 1,500 yen
 - On the day: 1 DAY 1,500 yen / 2 DAY 2,000 yen (including tax)
- **Free for children under middle school age**

Ticket Sales: <https://passmarket.yahoo.co.jp/event/show/detail/02069hnws6y31.html#detail>

Website and SNS

SITE | <https://alpsoutdoorsummit.jp>

IG | <https://www.instagram.com/alpsoutdoorsummit>

FB | <https://www.facebook.com/alpsoutdoorsummit>

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Sponsor Recruitment

The ALPS OUTDOOR SUMMIT, a general incorporated association, is seeking sponsors for our event. Although we are just starting out, we take pride in offering a unique experience that sets us apart from other outdoor events. We hope to collaborate with companies that resonate with our vision of "making Matsumoto a sacred place for outdoor activities" and value outdoor activities, outdoor culture, nature, and the environment in their businesses and services. If you are interested, please contact us at the email address below.

General incorporated association ALPS OUTDOOR SUMMIT

Mail | info@alpsoutdoorsummit.jp (Person in charge: Miki Murata)

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