

March 12, 2026

Press release

GEM Alpine Business School

AUVERGNE-RHÔNE-ALPES REGION SUPPORTS THE GEM ALTIGLISS CHALLENGE 2026, A STUDENT LABORATORY AHEAD OF THE 2028 YOUTH WINTER GAMES

From March 14 to 21, 2026, **La Plagne** (ski resort in the French Alps) will host the 26th edition of the **GEM Altigloss Challenge**, one of the **largest international student winter sports competitions**. Organized by students from GEM (Grenoble Ecole de Management), the event is supported this year by the Auvergne-Rhône-Alpes Regional Council, reaffirming the Region's commitment to a flagship initiative of the Alpine territory.

This partnership is part of the broader momentum of major sporting events set to take place in the French Alps by 2030. It also represents a **key milestone in preparation for the 2028 Winter Youth Games, an international student competition led by GEM and included in its EAGLE 2030 strategic plan**. This initiative will complement the annual editions of the GEM Altigloss Challenge and contribute to the momentum of the 2030 Winter Olympics, for which the French Alps will serve as one of the host regions.

LEARNING TO LEAD AN INTERNATIONAL COMPETITION

Each year, nearly 100 students from GEM, members of the Altigloss association and enrolled in a **dedicated extracurricular track** alongside their Grande École Program, design and run the GEM Altigloss Challenge as a true international competition. **From managing institutional partnerships to overseeing communication, logistics, social responsibility, and finances, the association operates like a fully professional organization**. With a budget close to **€1 million**, students orchestrate an event supported by partners such as **Salomon, Oakley, Procter & Gamble, Red Bull, KPMG, and Ski Truck**.

«Being involved in Altigloss is a deeply professionalizing experience. Leading an international event of this scale requires us to manage institutional partnerships, such as with the Auvergne-Rhône-Alpes Regional Council, and to work on major issues that matter for the region. This responsibility pushes me to adopt a professional mindset very early on and gives me a strategic perspective on regional development that few students have the opportunity to gain during their studies.», **Noélie Lormières**, President of Altigloss

CHALLENGES AND EVENTS TO EXPLORE THE MOUNTAIN

The competition week in La Plagne will be structured around three main challenges:

Ski Challenge – 39 teams participating

Five events certified by the French University Sports Federation (special slalom, giant slalom, ski cross, and parallel slalom), organized in collaboration with the École du Ski Français of La Plagne.

Mountain Challenge – 23 teams participating

An immersion in the Alpine environment with snowshoeing, avalanche transceiver search (DVA), biathlon, and ski touring.

Village Challenge – 28 teams participating

Friendly and inclusive activities such as SNOOC and snow volleyball, strengthening the festive and international spirit of the event.

TWO DECADES OF HANDIGLISS: INCLUSION IN ACTION

The GEM Altigloss Challenge also places a strong emphasis on inclusion through the **Handigloss** event, which brings together students and elite para-athletes in a giant slalom race.

In previous editions, participants have competed alongside athletes such as **Céline Derouallière, a member of the French para-alpine ski team, and Mathias Menendez, a snowboarder from the French para-snowboard team**.



Handigloss event 2025 ©Planètes

«A partner of Altigloss for 20 years, KPMG particularly supports the Handigloss event, reflecting the shared commitment of our two institutions to inclusion. This long-term partnership illustrates our desire to support a student association that is both highly committed and extremely professional, promoting strong values while offering participants a unique experience.», **Maël Kerveillant**, Employer Branding Manager at KPMG

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COMMITMENTS AND CERTIFICATIONS

Through certified competitions, initiatives supporting parasports, a structured **eco-responsible** approach, and close collaboration with local stakeholders, the GEM Altigliss Challenge contributes to the sustainable promotion of sport and mountain activities. The 2026 edition strengthens this momentum with:

- **FFSU Label (French University Sports Federation):** This certification confirms the sporting recognition and national and international credibility of the event, now officially listed in the calendar of university competitions.
- **Handinamique Label:** This certification attests to the quality of hosting and the concrete commitment of the GEM Altigliss Challenge to inclusive sports, which is one of the event's core pillars. The Handigliss Day, one of the three highlights of the week, is entirely dedicated to parasports and the promotion of para-athletes.
- **Écofest Label**, awarded by the Impact association, recognizing the event's environmental and societal commitment.



OLYMPIC ATHLETES TRAINED AT GEM

Through its **Sport and Management Institute**, GEM supports numerous high-level athletes in balancing an outstanding academic path (in Bachelors and the Grande École Program) with a demanding sporting career.

GEM students notably distinguished themselves at the **2026 Milan-Cortina Winter Olympic Games**:

- **Emily Harrop:** Olympic champion in the ski mountaineering relay (silver medal) and Olympic vice-champion in the sprint
- **Marielle Berger:** 4th place in ski cross and honorary ambassador of the ski cross event at the GEM Altigliss Challenge

These achievements illustrate GEM's commitment to developing talents capable of excelling in international competitions.



Biathlon Event 2025 ©Planètes

ABOUT GEM : Founded in 1984, GEM Alpine Business School is a triple-accredited institution (AACSB, EQUIS, AMBA) recognized for its academic excellence, technological DNA, and international outlook. As the first French business school to adopt the "Société à Mission" status, GEM places innovation, sustainability, and societal impact at the core of its strategy. Through its EAGLE 2030 strategic plan, GEM is scaling up to become a pioneer in sciences, immersive learning journeys, and the major transitions shaping the 21st century. The school trains agile, hybrid profiles capable of thinking and acting in a rapidly changing world. Each year, 7,000 students embark on a transformative learning journey across GEM's campuses in Grenoble, Paris, and Lyon, supported by immersive pedagogy and a network of more than 230 academic partners worldwide.

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