

CIMA CIMA



CIMA: ENCUESTRO Y FERIA DE ESCALADA DE MEXICO 2023 - VALLE DE BRAVO, EDO. DE MÉXICO, MÉXICO.



Encuentro y Feria
de escalada de
Mexico

CIMA



WHAT IS CIMA

IN CASE YOU WERE WONDERING

CIMA: Encuentro y Feria de Escalada de México is an annual event held in Valle de Bravo, a small town near Mexico City.

The purpose of CIMA is to create a platform for the climbing community to gather, share knowledge, and foster a sense of camaraderie. It serves as an opportunity for industry professionals and enthusiasts to come together, offering support and education while promoting a healthy and vibrant climbing culture.

The inaugural edition of CIMA took place on the 19th of August 2023.



CIMA IN NUMBERS

IN CASE YOU WERE WONDERING

Over 300 attendees joined the first edition of CIMA, where **25 exhibitors** showcased their exceptional brands, **17 speakers** from climbing gym owners, retail companies and HeadSetters.

Among the exhibitors were renowned names like **Muta Climbing, ACOPA, ROKE, Pashas Climbing, Antrophoid, Mandala holds and Buuda holds.**

The event also featured a variety of climbing-related initiatives, including **Blumeen** (women's clothing), **Belay Partners** (graphic designers), **Mountain Bites** (energy bars and bites), and **Lunarias de la Montaña** (an outdoor women's collective). **These initiatives added a diverse and enriching dimension to the event.**

CIMA was honored to host official distributors of renowned **international climbing brands** such as **Black Diamond, Mad Rock, SoiLL, Friction Labs, Metolius and Tenaya.** Their presence added a touch of global excellence to the event.



CIMA MAIN PILLARS

IN CASE YOU WERE WONDERING

CIMA centered around three main pillars of activities: The **EXPO**, offering a platform for exhibitors and brands; the **BOULDER JAM**, providing an exciting and friendly climbing competition; and the **INDUSTRIA MEETS INDUSTRIA**, 4 conferences fostering knowledge-sharing and discussions within the climbing industry community.

About the Conferences

In this first edition we featured four panels bringing together key figures in climbing to reflect on the past, engage in present-day discussions, and collaboratively shape the future of the industry. This platform provided valuable insights and perspectives from industry leaders.



CIMA MAIN PILLARS

IN CASE YOU WERE WONDERING

About the Boulder Jam

The Bouldering Jam at CIMA took place in ***Singular Climbing*** a new climbing gym in Valle de Bravo. With more than 80 participants across three categories, the competition featured over 30 boulder problems ranging from V1 to V9. This dynamic event attracted an incredible community of climbers from various regions of Mexico.



CIMA 4 CONFERENCES

IN CASE YOU WERE WONDERING

Hablemos de Industria

This talk brought together CEOs from leading Mexican companies dedicated to distributing international brands, outdoor retailers store owners, and climbing walls manufacturers. It provided a platform for insights and discussions, featuring key industry figures like **Pedro Calzada from Vertimania, Diego Álvarez-Tostado and Rodrigo Alonso from Muta Climbing, Magaly Palacios from Rabbit Mountain Mexico, Fredy Giron from ACOPA, Ricardo Vara from Exposure, Industria y Montaña and Alfredo Plascencia from Deporte Hábitat.**

Their insights added valuable perspectives to the discussion on the climbing industry in Mexico providing diverse perspectives.



CIMA 4 CONFERENCES

IN CASE YOU WERE WONDERING

Entre Muros

This talk featured a panel of Climbing gym founders, including **José Saucedo (CEO and co-founder of Adamanta)**, **Sebastián Landeros (CEO and co-founder of Pico Norte)**, **"Perseo" González (CEO and co-founder of Motion Boulder)**, and **Javier Díaz (CEO and co-founder of Sierra Elevation)**.

The discussion delved into their experiences, challenges, and perspectives on the future of climbing.



CIMA 4 CONFERENCES

IN CASE YOU WERE WONDERING

Behind the Routes

This talk was dedicated to the Headsetters. The discussion delved into the evolution of route setting, explored the role of a headsetter, and contemplated the future of this pivotal discipline in the world of climbing.

The conversation included **Diana Velázquez, Setter in Pico Norte and Sierra Elevation; Samantha González, HeadSetter in Boulder Corp; Rubén Pérez, HeadSetter in Pico Norte, Lalo Pérez, HeadSetter and Coach in Corazón de Piedra Durango, and Braulio Guerrero, HeadSetter in BlocE.**

Their presence enriched the discussion with insights from their experiences in route setting, providing a comprehensive view of this essential aspect of climbing.



CIMA 4 CONFERENCES

IN CASE YOU WERE WONDERING

Competencias del Futuro

The final panel at CIMA was dedicated to Climbing Competitions in Mexico, offering a perspective on their significance and the anticipated direction for the future. The discussion provided valuable insights into the evolving landscape of climbing competitions and their relevance to the growth of athletes and sport.

This panel featured **Jose Saucedo, CEO and co-founder of Adamanta, presenting "Boulder Smash"; Luisa Ríos, Co-founder of Pico Norte, presenting "Summit Masters"; and Perseo González, CEO and co-founder of Motion Boulder, presenting "GET IT!"**



CIMA AND THE FUTURE

IN CASE YOU WERE WONDERING

CIMA aims to position itself as a *must go* international event by attracting professionals from all over the world.

The goal is to foster growth in climbing, involving various stakeholders in the chain, and creating a platform that promotes collaboration and advancement on a global scale.

We have high hopes for the 2024 edition of CIMA, aiming to draw more people closer to climbing. The event has exciting plans to continue promoting the sport among a broader audience.

CIMA was kindly supported by **The North Face México, Singular Climbing, Mountain Bites, Rankme, Global Management, Factor and Social Dharma Marketing.**

Behind the organization of CIMA are the founders of Singular Climbing. CIMA was born as a side project to create a different space for those who are involved in the climbing business industry.

CIMA CONTACT INFO

IN CASE YOU WERE WONDERING

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