

INNOVALLEY
Südtirol Alto Adige



Welcome to
INNOVALLEY

Home of Pioneers



Eisack Valley near Brixen



Dear Pioneers,

The INNOVALLEY team warmly welcomes you to the Isarco Valley! We are delighted that you have chosen to work with us and hope you have arrived well. This brochure is designed to welcome you and help you find your feet in your new home. We would also like to take this opportunity to familiarize you with some of the peculiarities of life in the Isarco Valley and its inhabitants. INNOVALLEY is more than just a location; it is a platform for pioneers who are driving the future of the Isarco Valley with innovative solutions. This is where creative minds come together to develop ideas and turn visions into reality. At the same time, INNOVALLEY is home to anyone looking for an inspiring place to grow. A place where innovation, collaboration, and progress are lived out. In addition to professional opportunities, the Isarco Valley offers a high quality of life and numerous leisure activities. Whether sporting activities, cultural experiences, or club life, there is something for everyone here. Above all, however, it is the open and warm-hearted people who make the Isarco Valley so special. They look forward to getting to know you and welcoming you into their community. If you have any questions or concerns, please do not hesitate to contact us—we are here for you. We hope you enjoy reading this brochure and that it helps you quickly settle into your new home.

*Your INNOVALLEY team
Michael Reifer*

„This is the home of pioneers”

People with courage, imagination, and drive have always shaped the economic area of Bressanone. As pioneers, they have built and developed extraordinary companies. This spirit of optimism lives on today: at INNOVALLEY, pioneering spirit means innovation based on tradition.

INNOVALLEY is home to people who want to shape the future with drive and enthusiasm for engineering and technology. It is a space for development where pioneers meet like-minded people, learn from each other, and create new things together. As a network of innovative companies, we anchor the „Spirit of Pioneers” in the Isarco Valley. INNOVALLEY acts as a living engine for the future and makes Bressanone and its surroundings an inspiring place for all those who think curiously, courageously, and creatively. This is where minds live, work, and network, turning their ideas into reality through collaboration.

INNOVALLEY is the platform for pioneers – with concrete solutions and services for our tech and pioneer community. We strengthen the attractiveness of the location, promote talent and excellence, and create a sustainable environment through projects and networks. Our actions are shaped by engineering, technology, and a shared commitment to driving innovation in a sustainable way.

Fotos: Soyyou





“FIND YOUR DREAM JOB, ARRIVE AND EXPERIENCE IT”
INNOVALLEY is work-life experience!

INNOVALLEY brings talented people and companies together and creates the ideal framework for a strong start in a new location with unique offers. We not only promote careers, but also quality of life. Through active location development, a welcoming

culture, and innovative infrastructure, we connect work and living spaces. We make jobs visible, facilitate arrival, and create an environment in which technology enthusiasts can develop both professionally and personally.

“We build bridges and open doors for all technology enthusiasts. By creating visibility, a welcoming culture, exchange, and openness, we connect unique jobs with our environment. INNOVALLEY thinks and acts in a networked way.”

Hansjörg Jocher, Vice President Bergmeister Ingenieure & Stefan Barbieri, CEO Barbieri electronics



“STUDY, GET STARTED, AND GROW”
INNOVALLEY is a learning workshop!

INNOVALLEY connects the worlds of work, education, science, and research to form a community of pioneers. Together with educational and research institutions, we specifically promote talent with a pioneering spirit. We strengthen cooperation

between business and education, develop future-oriented and needs-based competency profiles, and initiate modern, flexible educational formats. This creates opportunities that empower young people to actively shape their future.

“We strengthen collaboration. Through genuine cooperation, trust, and shared knowledge, we build sustainable relationships. Those affected become involved. The future can only be created together.”

Daniel Krapf, CFO duka & Peter Nestl, CEO Infominds



“THINKING, SHAPING, AND DESIGNING THE FUTURE”
INNOVALLEY is a future-shaping force!

INNOVALLEY supports creative and entrepreneurial minds in turning ideas into reality. Networking, exchange, and the expansion of innovation skills give rise to new solutions for tomorrow.

We systematically drive innovation forward, leverage the intelligence of our network, and create synergies between companies, research, and startups. In this way, we further develop strengths and build excellence for the future of the location.

“We go where others hesitate. Courage, creativity, and the will to change drive our development momentum. We think big and act in a goal-oriented manner, we experiment, develop further, and constantly optimize ourselves.”

Michael Reifer, CEO INNOVALLEY & Wolfgang Knollseisen, Initiator INNOVALLEY

TABLE OF CONTENTS

BASICS	5
POLITICS & MEDIA	17
FOR FAMILIES	21
LIVING	29
LEISURE	33
ARTS & CULTURE	41
MOBILITY	45
LIFESTYLE & CUSTOMS	49
BEYOND BRESSANONE	57
Q & A	65