

3tre
FIS SKI WORLD CUP
**MADONNA
DI CAMPIGLIO**

Share in the
sporting passion



AUDI FIS SKI WORLD CUP
FINALS 2026
KVITFJELL HAFJELL



WELCOME

27 November 17.00 - 21.00

This special gathering brings together the spirit, stories, and legacy of alpine World Cup destinations Madonna di Campiglio & Kvitfjell and Hafjell.

We'll explore the legacy and future of these iconic World Cup venues, hear stories and reflections from the legends who shaped the sport. The program also highlights how major events drive tourism, innovation, and sustainable growth, before looking ahead to the Olympic Games in Milan–Cortina and the World Cup Finals in March.

After the event we invite you to join us for a drink and some tapas on the opera balcony.

 Thursday 27.11 17.00 - 21.00		
Conference: The Norwegian National Opera & Ballet - Formidlingscenteret Mingling: Opera Balcony		
Hosts; Kari Anne Saude and Patrick Lang		On stage Confirmed
17.00	Opening VB - Race/Skifestival images from Madonna di Campiglio & WC Kvittfjell/Hafjell Performance by opera singer: Kari Hanne Rudrud	Film / Kari Hanne Rudrud + Pianist
5 min	Welcome & Opening Remarks incl. about the opera - reason for choice of venue	Organizers/Hosts/Jarle Ambø
3 min	Welcome speech Ambasciata d'Italia a Oslo	Ambasciata d'Italia a Oslo; Ambassador Nicoletti
10 min Keynote	Madonna di Campiglio The 3Tre Legacy and the race in January	Paolo Luconi Bisti, photographer and historian of Madonna
10 min Keynote	WC Kvittfjell & Hafjell Legacy and the future of world cup experiences	Ole Kristian Kirkerud President Organization Committee and CEO Hafjell-Kvittfjell Alpin AS
15 min Panel	Race stories - Legends Reflections on what the World Cup and Kvittfjell&Hafjell/Madonna have meant for the sport and for their careers.	Sebastian Solevåg, Giuliano Razzoli, Kjetil André Aamodt, Ole Christian Furuseth Host: Kari Anne Saude and Patrick Lang
3 - 4 min	FIS (VB) - FIS' visjon: «To deliver outstanding, inspiring experiences that fuel a lifelong passion for snow sports» - with a link to how the organizers (<i>Kvittfjell – through its history, Olympic legacy, and development</i>) clearly reflect this vision.	Michel Vion, FIS Secretary General Film
10 min Panel	Destination/WC/Tourism Impact WC has on tourism (World Cup as a driving force for destination development and increased experience economy through event tourism.)	Tito Giovannini Milano Cortina 2026 Board Member Tullio Serafini, President of the tourist office, Madonna di Campiglio Anders Buchardt, Owner, CEO and tourism developer, Alpinco Host: Kari Anne Saude and Patrick Lang
10 min Panel	Norwegian Ski Assosiation + Insights and Expectations; Olympics Milan–Cortina - World Cup Finals in March	Claus Ryste, Head of Alpine Sports at the Norwegian Ski Federation Tore Øvrebø, Director at Olympiatoppen Jarle Aambø, Head of Culture and Innovation at Olympiatoppen, and CEO of Igloo Innovation Host: Kari Anne Saude and Patrick Lang
4 - 5 min	Athletes 25/26 - Videos	Film
18.15	End (VB - Municipalities) - «welcome to our stand at the mingelig area on the balcony»	Film
18.15 - 21.00	Social gathering Champagne & finger food served on the Opera Balcony. A relaxed social setting for media, organizers, partners, ski fans, and athletes to mingle and connect.	LIVE on TV: Copper Men's SuperG? TBD