

EUROSIMA SURF SUMMIT 2022 EDITION NOLLOB



Marcel

13-14.10.22
SPORTING CASINO
HOSSEGOR, FRANCE



BE WATER, MY FRIEND!



Jean-Louis RODRIGUES
EUROSIMA President

Just like Bruce Lee's legendary quote, our aquatic element draws us back to our ability to adapt and rise to the challenges we face today, in this age of uncertainty. For this year's Surf Summit, the Action Sports industry's association has chosen to explore the concept of balance: How can we find more balance and a natural flow between our our lives, our teams and our careers? How can we create performance while preserving our future as well as that of our planet and the places we go to for fun?

The 2022 Surf Summit will be a unique opportunity for you and your teams to find new ideas, take a breath and recharge. It will also provide an opportunity for all our entities to implement the necessary changes towards maintaining a competitive advantage while operating social and environmental transitions.

Our speakers, whether athletes, entrepreneurs, scientists, managers or business leaders, will all share with you their experience, their passions, their sense of commitment and the paths they took to get where they are today.

Each day of our conference will focus on a vibrant key theme. Day one aims to drive inspiration while day two will target sustainability. So stay curious, open yourself to others, to new ideas and new opportunities to get a real boost both for yourself and your company. Together, let us build the Action Sports industry of tomorrow.

During the Surf Summit, EUROSIMA is also proud to present the 8th edition of the Surfing Lounge exhibit, which showcases a selection of the most innovative products and services in Action Sports. It highlights the incredible energy, expertise and creativity of EUROSIMA's members.

In the name of EUROSIMA, I would like to thank Région Nouvelle Aquitaine, the Conseil Départemental des Landes, MACS, the city of Soorts-Hossegor, the Chamber of Commerce and Industry of the Landes, Mutuelle Prévifrance, Sport Guide, Boardsport SOURCE, Marcel Travel Posters, Carlsberg, Ocean52, Cafés Richard and Hydro Flask who have all contributed towards making this 21st Surf Summit possible.

I thank you all for taking part in the Surf Summit #21. I wish you a great conference filled with beautiful encounters.

ECONOMIE ET EMPLOI



LA NOUVELLE-AQUITAINE

1^{ÈRE} RÉGION

Surf

1^{ère} *destination surf* d'Europe,
avec 900 km de côtes

Un des 1^{ers} *pôles mondiaux*
de l'industrie de la glisse

Des *valeurs* et une *identité* partagées

LA RÉGION NOUVELLE-AQUITAINE
agit pour la filière

- > Accompagnement du **cluster EuroSIMA**
- > **Soutien aux entreprises** de la filière surf, de leur **création** à leur **développement**
- > **Promotion touristique** de la destination surf
- > Soutien aux **fédérations sportives**
- > Soutien aux **surfeurs de haut niveau**

NOUVELLE-AQUITAINE.FR



RÉGION
**Nouvelle-
Aquitaine**

OCT.
13

EVENT PROGRAM

9.30 AM _ OPENING SPEECH BY EUROSIMA

President Jean-Louis RODRIGUES

10.00 AM _ COURAGE THAT WILL TAKE YOUR BREATH AWAY - THE AQUATIC ELEMENT & BREATHING

Arthur GUERIN-BOËRI - Most decorated French free-diver in the history of the sport, 5-time world champion & 8 world records

11.00 AM _ ECONOMIC OVERVIEW OF THE EUROPEAN OUTDOOR & SPORTS RETAIL MARKET

Frederic TAIN - Journalist, conference speaker & SPORT-GUIDE.COM Director

11.45 AM _ OVERVIEW OF NAUTICAL ACTIVITIES ON THE ATLANTIC COAST

Marjory GORGE - Task Officer for Nautical & boardsports, Naval industries and Maritime economics for the Nouvelle-Aquitaine Region

12.30 PM _ Lunch break

2.00 PM _ OPEN STAGE FOR INDUSTRY QUESTIONS

moderator Fred TAIN / EUROSIMA Board panel

3.00 PM _ A CONVERSATION WITH MAURICE COLE

Maurice COLE - Legendary international surfer and shaper
Moderator Dave MAILMAN

3.45 PM _ Coffee break

4.00 PM _ ROUND TABLE: THE EUROPEAN MARKET, FOCUS ON THE UK MARKET

Moderator Wilco PRINS - Salts Only Ceo - & Dave MAILMAN
Tom COPSEY - O'neill Wetsuits Europe Product manager
Sean HARRIS - Rip Curl European Sales Manager
Richie JONES - VVAST Europe CEO

5.00 PM _ THE 2022 EUROSIMA CALL FOR INNOVATION PROJECTS WINNER'S PRESENTATION

7.00 PM _ OFFICIAL SURF SUMMIT EVENING EVENT & COCKTAIL DINNER

Hotel "70 Hectares & Océan" Seignosse

OCT.
14

EVENT PROGRAM

8.30 AM _ BREATHING WORKSHOP WITH ARTHUR GUERIN-BOËRI

10.00 AM _ ON THE BUBBLE: CONSTRUCTIVE INTERFERENCE AND THE FINAL MANIFESTATIONS OF WAVE ENERGY

Mike STEWART - Bodyboarding and Bodysurfing World Champ & legend

11.30 AM _ THE CLIMATE EMERGENCY

David SALAS Y MELIA - Climatologist, meteorologist, Head of Research at CNRM & Météo France

12.30 PM _ Lunch break

12.30 PM _ FREE SURF SESSION

with the Hossegor Surf Club

2.30 PM _ OIKONOMIA, A SHARED HISTORY OF CIRCULARITY - CONFERENCE ON CIRCULAR APPAREL, OPERATIONAL AND ACTION-FOCUSED INTELLIGENCE, SOLUTIONS FOR ACTION SPORTS

Aude PENOUTY - Entada textile

3.30 PM _ Coffee break

3.45 PM _ ROUND TABLE: A 360° APPROACH TO SUPPLY CHANGE CIRCULAR SOLUTIONS FROM RAW MATERIALS TO END OF LIFE STAGES. HOW TO HANDLE CIRCULAR SOURCING IN THE SUPPLY CHAIN?

Moderator Aude PENOUTY

Gabe DAVIES - Ocean Marketing Manager Patagonia Europe

Aurélien SILVESTRE - Oxbow Sustainable Product Manager

Jenny LARTIZIEN - Chanvres de l'Atlantique et Nunti Sunya

Nin CASTLE - Reverse resource

Ludovic QUINAULT - Hi-ex consulting, Operations Consultant and Former Ceo of SKFK

5.00 PM _ CLOSING DRINK OF THE SURF SUMMIT

NOS AMBITIONS POUR DEMAIN

4 ENGAGEMENTS POUR NOTRE
PROJET DE TERRITOIRE 2030

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MACS
Communauté de communes
Marenne Adour Côte-Sud

L'optimisme
est dans
notre nature

Oct.13&14
Sporting Casino, Hossegor

Surfing
Lounge #8
Eurc/SIMA

INNOVATIVE
SURF PRODUCTS
EXHIBIT



OCT.
13 10.00AM

ARTHUR GUERIN-BOËRI



Arthur GUERIN-BOËRI

Most decorated French athlete in the history of freediving

As a child, Arthur developed strong ties to the aquatic world in his hometown of Nice and in nearby Corsica. That is when he initially discovered freediving. His career as a freediver started later, at 26 years old and since then, he has claimed 5 world titles and 8 world records.

In 2016, he was the first to reach the symbolic and impressive depth of 300m in dynamic freediving, an all-time record in the sport. A year later, he set the first world record for under ice freediving with only his wetsuit and a monofin, reaching a depth of 175m.

In March 2020, Arthur sought out to reach the double world record of under ice dynamic apnea freediving, swimming breast stroke. In 2021, he set the record in the field with his wetsuit, at 120m. Then, last March, in Morrison Quarry, Quebec, he swam 105m in breast stroke, but this time with no wetsuit, wearing just a simple brief swimsuit.

Once again, it was an all-time record and the performance made headlines in France and all

around the world. Today, he has become the most decorated French freediver in the history of the sport.

Relying on his experience and his stature, Arthur has turned towards sharing his journey and raising awareness about the beauty and values of his sport through demanding audio-visual productions that are both moving and in which human adventure merges with athletic feats.

In addition, Arthur also works as a conference speaker, focusing on themes such as pushing one's limits, stress management, taking risks, self confidence...He also offers breathing workshops for relaxation, namely for stress management. These workshops, which are open to all, are directly inspired from his own training methods, which have enabled him to push boundaries in his sport and his daily life.

Le Bien-Être Sous l'Eau, his first book, was published in 2017 and was followed the year after by his first feature film: Aquae Rex.



OCT.
13 10.00 AM

ARTHUR GUERIN-BOERI

COURAGE THAT WILL TAKE
YOUR BREATH AWAY



"I discovered free diving early on. I was already very close to the water element, which I'd been exposed to in Corsica and in my home town, Nice. I started my freediving career in 2011 at the age of 26.

Since then, I've won 5 world champion titles and broken 8 world records, including the longest distance swum under ice in a single breath (105m), with no fins or wetsuit. That was last March, in Canada. Today, I want to raise awareness about the environment through my sport but also through demanding audio-visual productions that are both moving and in which the human adventure blends with athletic feats.

Since 2017, I've spoken at various conferences as a management consultant. In my workshops and initiation sessions for experts and beginners alike, I share my vision of my sport and discuss what it means to push your limits to reach well-being. Thanks to my titles and records I can focus on sharing my experience and what I've discovered.

Taking risks, pushing limits, stress management, personal fulfilment. These are some of the key topics I discuss, while interacting with the audience."



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INSCRIPTION GRATUITE

sur le site soorts-hossegor.fr ou en **mairie**


SOORTS
HOSSEGOR
HOSSEGOR

OCT.
13 11.00 AM

FREDERIC TAIN



FRÉDÉRIC TAIN

Journalist, conference speaker & director of SPORT-GUIDE.COM

A journalism and business management graduate, Frédéric Tain has observed the European sports industry for over 25 years. Having worked for various economic publications, he eventually went into business for himself. In 1999, he became a pioneer of online information when he created the Sport Guide website and magazine with his own funds to provide the latest information to brands and companies in the leisure and sports industry.

This independent cross-channel media, which has become a reference for buyers and retailers, analyzes in detail the good and not so good practices in the industry. Every day, the biggest players, brands, challengers and project carriers are interviewed by a European team of experienced journalists. Their motto is to hunt down information that has “useful value”.

SPORT & LEISURE MARKETS: THE CURRENT SITUATION AND FUTURE PERSPECTIVES



Globally as well as in France, hardware, apparel and footwear markets are growing. What conclusions can be drawn from of sales evolutions analysis over the last 18 months? Where is b2c ebusiness headed? Is direct to consumer going to swallow everything else?

What are strategic elements for brands to focus on for this year? Is performance sport a reliable value for the future? What levers can be used to boost sports & leisure sales for the upcoming years? Consumers are mutating, retailers are transforming.





LA MUTUELLE
DE L'OURS
**QUI NE FAIT
JAMAIS
L'AUTRUCHE**
TOUJOURS
EN CONTACT

ADHÉRER
EN LIGNE
PAR ICI



previfrance.fr



Mutuelle
PréviFrance

Vous protéger, c'est naturel !

OCT.
13 3.00 PM

MAURICE COLE



MAURICE COLE

Legendary international surfer and shaper

Maurice Cole was born March 13, 1954, in the Terang Hospital in the middle of western Victoria, not super far from the surf zones he'd later occupy. Except he wasn't.

The kid born that day only became Maurice Cole after being adopted immediately following his birth by Frank and Mary Cole, a sturdy Anglican couple from Ballarat, some 80 miles north-east of Terang. Maurice's parents later adopted another child, Maree, and they never hid the fact of adoption from their two kids. But Maurice wore the label in unsettled fashion. Maybe it's a part of why he struggled to contain the explosive energies that arose within him as he grew; certainly it's a part of the story he tells himself about his life. He recalls as a child being driven past a big dark building, the Ballarat orphanage, and being told that if he didn't behave, he'd be going back there. That's what I am, he thought, an orphan. Something was unmoored, driven yet adrift.

Maurice never saw the ocean until the family moved down to the coast at Warrnambool in 1960. "We were made to go to church in those days," he says, "you didn't have a choice. Which became a real problem when I started surfing."

Surfing fell on him out of the blue one day in the summer of 1966, when he found himself at the beach with five shillings - the old British-inspired currency - in his pocket. By February that year he could have changed it to 60 cents, a bloody fortune. Instead he spent it on renting a surfboard. A big white-pigmented thing over

nine feet long. Maurice walked the board out across a gently sloping sandbar through waist-high whitewater, strained his skinny 12-year-old body to turn it around, caught one of the little waves, and stood up. "All of a sudden my goal became to buy myself a surfboard. I was doing paper rounds and odd jobs like that. So I saved up \$36 and bought one second hand off a guy called George Saffron from Ocean Grove. A 9'3" with a green GT stripe and a big D-fin. We didn't have any racks on the car or anything, but I had a bike and I dunno how I did it but I rode with the board down to the beach. My passion was really tested by the logistics." Maurice dragged that thing to the surf and back until one side of the tail wore off, then he flipped it over and wore off the other side. He reckons this was the first pintail he shaped. He repaired it with a builder's glue named Plasti-Bond, and joined the local volunteer lifesavers' club so he could store the board nearer the surf. The lifesaver disciplines, exercise drills and the rest, irritated that rebellious streak; when he tricked his way out of doing them, the club captain suspended him.

"But I'd been watching," he says, nearly 50 years later. "This little building down in the dunes, in this nook and cranny. The Warrnambool Boardriders Club. And all these cars. A big Valiant with a full V8 and twin pipes and mags. A customised Holden FJ. Mini Coopers, MG sports. And when I first saw those guys surfing, well they could surf. I told the lifesavers' captain to get fucked. Within 24 hours I was in Warrnambool Boardriders."

OCT.
13 3.00 PM

MAURICE COLE

CONVERSATION WITH MAURICE MODERATE WITH DAVE MAILMAN



As a shaper, nothing beats feedback that someone has just had a magical experience on a board you've created for them. This spurs me on to design surfboards that go faster, carve harder and showcase a continual evolution of performance virtues. Along the way, I've been pushing the boundaries of high-speed tow surfing, have worked closely with the world's best surfers to feed their information back into the design process and have constantly strived to develop manufacturing credentials that are both sustainable and world's best practice.

I've been tremendously fortunate to be a surfer and a surfboard designer at a fascinating time in the history of this unique pastime. Over the last half century, I've had a wealth of experiences that have influenced innumerable shapes, ideas and visions and am proud to be able to share all this with the next generation of surfboard craftsmen.

DAVE MAILMAN Moderator of the Surf Summit



Dave Mailman was born in California where he grew up surfing, skating and snowboarding. After studying French at UCLA and the University of Bordeaux he moved to France in 1994.

Since then he has been an editor at Onboard European Snowboard Magazine, Marketing Director at Quiksilver Europe, Co-founder of the Ticket To Ride (TTR) World Snowboard Tour, President of the Association of Surfing Professionals

(ASP) Europe, writer & presenter of the EpicTV Surf Report, and main announcer of the Freeride World Tour as well as many other international surf, skate and snowboard competitions. He is currently working in TV post production doing scriptwriting and voice over work on the highlight shows for the Freeride World Tour and the FIM EnduroGP World Championship.



SAVE THE DATE : 22 ET 23 MARS 2023

CONGRÈS INTERNATIONAL DU TOURISME SPORTIF

Au Palais Beaumont à Pau (France)



Pour recevoir la liste
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Comment renforcer l'attractivité territoriale par des activités
et loisirs sportifs pour accueillir et fidéliser les touristes ?

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en France et en Europe.

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Soirée networking

Sport Guide

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TOURISME**
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OCT.
13 4.00 PM

FOCUS UK MARKET

ROUND TABLE: THE EUROPEAN MARKET, FOCUS ON THE UK MARKET

MODERATOR WILCO PRINS



Driven by the passion for surfing and people, Wilco arrived in this industry at an early age in the mid 90's. His career took him from being a trainee at Rip Curl, to different positions in product management, marketing and sales to become the president ceo at the age of 36 in 2013. He also was the president of Eurosima from 2016 until 2019.

WILCO PRINS

Brand Builder & PDG Salts Only

Together with Stephan Moretti, they created The Salts Only. The Salts Only is the European Licensee for T&C Surf Designs Hawaii, Rivvia Projects and the European distributor for several other brands.

THE SALTS ONLY

DES PRODUITS POUR L'OcéAN :

We are here to share the lifestyle we live. The Salts Only is for those, who are inspired by and who live in and around the ocean. Our core purpose is to create a smile in the water!

Our mission is to offer qualitative products in a sustainable way with great service, fully adapted to the needs of any surfer.

#createasmileinthewater



TOM COPSEY

Product manager -
O'Neill Wetsuits

"Grew up working in UK surf and skate stores during the 90's. After some years in France as a wakeboard coach returned to the UK to join the Extreme Group sourcing and designing apparel for wholesale and ecommerce channels. Currently at O'Neill Wetsuits since 2005 specialising in wetsuit design and compliance in conjunction with the product development team in Santa Cruz, CA"

About O'NEILL:

O'Neill, the original California surf, snow and lifestyle brand was founded in 1952 when a young man named Jack O'Neill took his unstoppable passion for surfing and used it to beat Mother Nature at her own game.

Pioneering the world's first neoprene surf wetsuit, Jack had successfully found a way to extend his surf sessions in the bone-chilling breaks of Northern California. He opened up the garage doors to his first surf shop soon after. While many things have changed since those humble beginnings, Jack initial vision of producing functional and innovative riding products continues to inspire people and empower them to do what they love doing most.

OCT.
13 4.00 PM

FOCUS UK MARKET



“Currently hold the position of European Sales Manager for Rip Curl Europe. I have worked for Rip Curl for over 20 years, starting in Trade Marketing and Team/ Events before moving into sales. I

SEAN HARRIS

Rip Curl European Sales Manager

progressed from an Area Manager to UK & Eire Manager and then North European Sales Manager, before holding my current position.”

About RIP CURL:

The Ultimate Surfing Company Rip Curl is a company for, and about, the crew on The Search. The products we make, the events we run, the riders we support and the people we reach globally, are all part of the Search that Rip Curl is on.



Richie has experienced both brand side and agency life. Having spent the majority of his career to date being just in front of the curve, he's found his niche. Launching vvast has allowed Richie to blend his client experience and brand expertise to deliver an innovative, low- impact entry to market for brands BUT crucially plugging them into a relentless R&D roadmap based on shared learning.

He is passionate about the concept of creative destruction and feels genuinely privileged to have seen the inception and gradual impact of 'the internet' on society and brands. Richie builds teams

RICHIE JONES

CEO & Managing Director of VVAST

with a shared love of brand; a stoke for surfing, biking and music; and a drive to deliver epic work.

About VVAST:

VVAST are fast proving themselves to be the D2C ecommerce expert for brands looking to scale at pace whilst maintaining brand equity. Proudly partnering with a global portfolio from VF (Jansport) \$13bn turnover to Stance; and YETI \$1.5bn turnover, to Troy Lee Designs; vvast are pro their brands consumers right at the heart of the conversation.

Having fast tracked ISO accreditation, the business model is geared to support clients trading in the US and looking to break into Europe as well supporting brands already in territory. vvast understand that D2C is far more than systems and processes and have built a model based on a foundation of collaboration and many years of experience from trading 200+ brands across EMEA.

ENTREPRISE INDUSTRIELLE

La CCI des Landes vous accompagne dans vos projets de développement, d'innovation et de performance par l'**APPUI INDIVIDUEL** (rencontres sur site...) ou **COLLECTIF** (Club Industries, Club QSE, Club Énergie...)

PERFORMANCE INDUSTRIELLE

VOUS SOUHAITEZ

ASSURER la réussite de vos projets



Vous faire **GAGNER** du temps



ACCÉDER à un réseau et aux programmes régionaux / nationaux (programme usine du futur, Roboboost, fanaboost...)

PERFORMANCE ÉNERGÉTIQUE

VOUS SOUHAITEZ

AMÉLIORER votre performance énergétique



MAÎTRISER vos consommations



OPTIMISER vos factures

PERFORMANCE ENVIRONNEMENTALE ET RSE

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ÊTRE SIMPLE, pragmatique et rendre la réglementation compréhensible

∨
Contactez-nous
par téléphone :
05 58 05 44 50

 landes.cci.fr



OCT.
13 5.00 PM

CALL FOR INNOVATION



The 2022 Call for Innovation Projects aims to support and showcase a project to develop a product/service, create a business or diversify an activity that combines eco-design and/or innovation in the field of Action Outdoor Sports. This Call for Projects is a mean to help boost the Action Sports industry by supporting innovative initiatives.

The jury shall base its selection on the following criteria:

- Ability and means of the company or project manager: adequate balance and feasibility between key elements, human and financial requirements for the project, competence, financial partners.
- Market: consumer needs analysis, market segmentation, development strategy, market potential.
- Level of innovation: state of advancement of the project, technology, testing, copyright and commercial value.
- Environmental performance: overall eco-design and sustainability as well as CSR policy for the project.
- Quality of the application file: written and overall presentation.

**BOOST YOUR
INNOVATION &
BUSINESS**



OCT.
13 7.00 PM

COCKTAIL DINNER

OFFICIAL SURF SUMMIT EVENING EVENT & COCKTAIL DINNER



EUROSIMA invites you to a laid back tapas-happy hour at 70 Hectares & l'Océan, in Seignosse to meet new people and expand your network.

901 Avenue du Belvédère, 40510 Seignosse.

Contact: +33 (0)5 58 45 76 16



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OCT.
13 & 14

ARTISTES & ANIMATIONS



JEANNE BEUVIN

Artist & founder of
LES FILLES DU SURF

lesfillesdusurf@gmail.com

Les Filles Du Surf is an idea that was born while Jeanne, a 25 year-old graphic designer and illustrator, was working for a women's surfing magazine. She could see that the image of women both in the general women's media world as well as in the surfing world was the same: the cliché of a tall, thin and flawless girl. So why not try and disrupt these rules to create a new image of natural and complex-free surfer girls.

That's when the adventure began!



ALEXANDRA PISTER

LIVE SKETCHING

alexandra.pister@gmail.com

As a live sketching artist for the past 5 years, and passionate about water sports such as surfing, sailing or kitesurf, I love to combine my two passions. With a background in both agronomic engineering and product design, I am driven by the desire to contribute to and to support sustainable agricultural practices and innovation within the agri-food industry, which I have been working in for the past 10 years. I am thrilled to be given the opportunity to illustrate such an inspiring event as the Eurosima Surf Summit.



COULEURS DE

KO NA

HAWAÏ



Inspirées par les îles. Conçues pour l'aventure.



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Let's Go!™

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OCT.
14 8.30 AM

Breathing workshop

WITH ARTHUR GUERIN BOËRI

MOST DECORATED FRENCH FREE-DIVER
IN THE HISTORY OF THE SPORT



OCT.14 - 8.30 AM

FREE WORKSHOP, AT THE SPORTING CASINO OF HOSSEGOR,
ON REGISTRATION & LIMITED TO 35 PEOPLE

OCT.
14 10.00 AM



MIKE STEWART

MIKE STEWART

Legendary Bodyboarding and Bodysurfing World Champ & legend

Mike Stewart (born 1963) is a nine-time World Champion bodyboarder, one of the early pioneers of the bodyboarding sport, a pioneer of big-wave tow-in surfing and also a champion bodysurfer.

Having ridden bodyboards since the inception of the sport, Stewart is the most experienced bodyboarder currently on the tour. He has won the annual Banzai Pipeline event a record 11 times, from which 9 earned him the world title, and has been crowned the Pipeline Bodysurfing Classic champion a record 15 times. He is the only bodyboarder to have competed in the Banzai Pipeline event since 1982. He has received the title Mister Pipeline for being the best wave rider of any kind: the only non stand-up surfer to achieve this accolade.

Along with fellow bodyboarder Ben Severson, Stewart pioneered surfing Teahupo'o in the late 1980s. This location has since gone on to become a premier global big-wave surfing destination on the WSL circuit.

Stewart is also an accomplished bodysurfer, having won the Pipeline Bodysurfing Classic 14 times to date.

Stewart has been involved in the design and manufacture of bodyboards throughout his career, having a close relationship since childhood with the inventor of the modern bodyboard, Tom Morey. Since 1998, Stewart has manufactured his own line of boards under the label Science Bodyboards.



©Surflife

OCT.
14 10.00 AM

ON THE BUBBLE: CONSTRUCTIVE INTERFERENCE AND THE FINAL MANIFESTATIONS OF WAVE ENERGY



MIKE STEWART

Mike Stewart presents visual clues and shares what he has learned about the complex structures of wave energy as it expires from its aquatic journey.

Mike Stewart has been recognized as one of the top wave riders of our era. He has redefined many aspects of modern wave

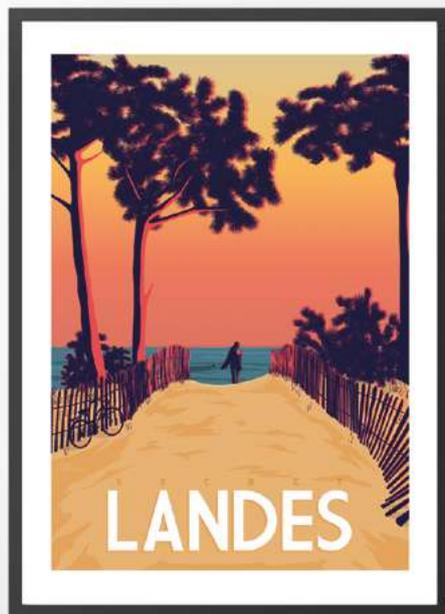
riding, along the way earning a multitude of world titles for bodyboarding and bodysurfing. Encyclopaedia of Surfing Matt Warshaw has describes him as one of the most innovative surfers in history.



©matt-paul-catalano



VOYAGER DE CHEZ VOUS



BIARRITZ 38, Rue Gambetta • BORDEAUX 25, Rue Saint-James • HOSSEGOR 104, impasse des Rémouleurs (Atelier) • 522, Avenue du Touring Club (avril / octobre) • SAINT-JEAN-DE-LUZ 32, Rue Gambetta



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OCT.
14 11.30 AM

DAVID SALAS Y MELIA



DAVID SALAS Y MELIA
Climatologist, Meteorologist,
Head of research at CNRM & Météo France

A Climate researcher at the French National Meteorological Research Center (CNRM) David Salas y Méliá is Head of the department on air quality and climate research. This entity's missions are to increase understanding of the processes and impacts of climate change, to study air quality, to develop a seasonal climate forecast model and to regularly produce climate simulations as support to IPCC reports. David Salas y Méliá mainly works on understanding and assessing past and future climate evolutions through models. More specifically, he focuses on the role and evolution that marine ice plays within climatic systems. To this end, he has namely created and developed a model to represent the evolution of the Arctic and Antarctic ice packs.

About the CNRM:

The CNRM is a Mixed Research Unit, which includes the CNRS and Météo-France. Research and development activities, which are mostly based in the Météo-France sites of Toulouse, Grenoble and Lannion, mainly focus on forecasting atmospheric events, namely extreme events, and the study of climate, climate change, the water cycle, as well as interactions between the ocean, the atmosphere, the continents, ice, snow, atmospheric chemistry and urban meteorology. Research and development also includes work on models for digital weather forecasting and the development of measuring tools.



OCT.
14 11.30 AM

DAVID SALAS Y MELIA

THE CLIMATE CRISIS EMERGENCY

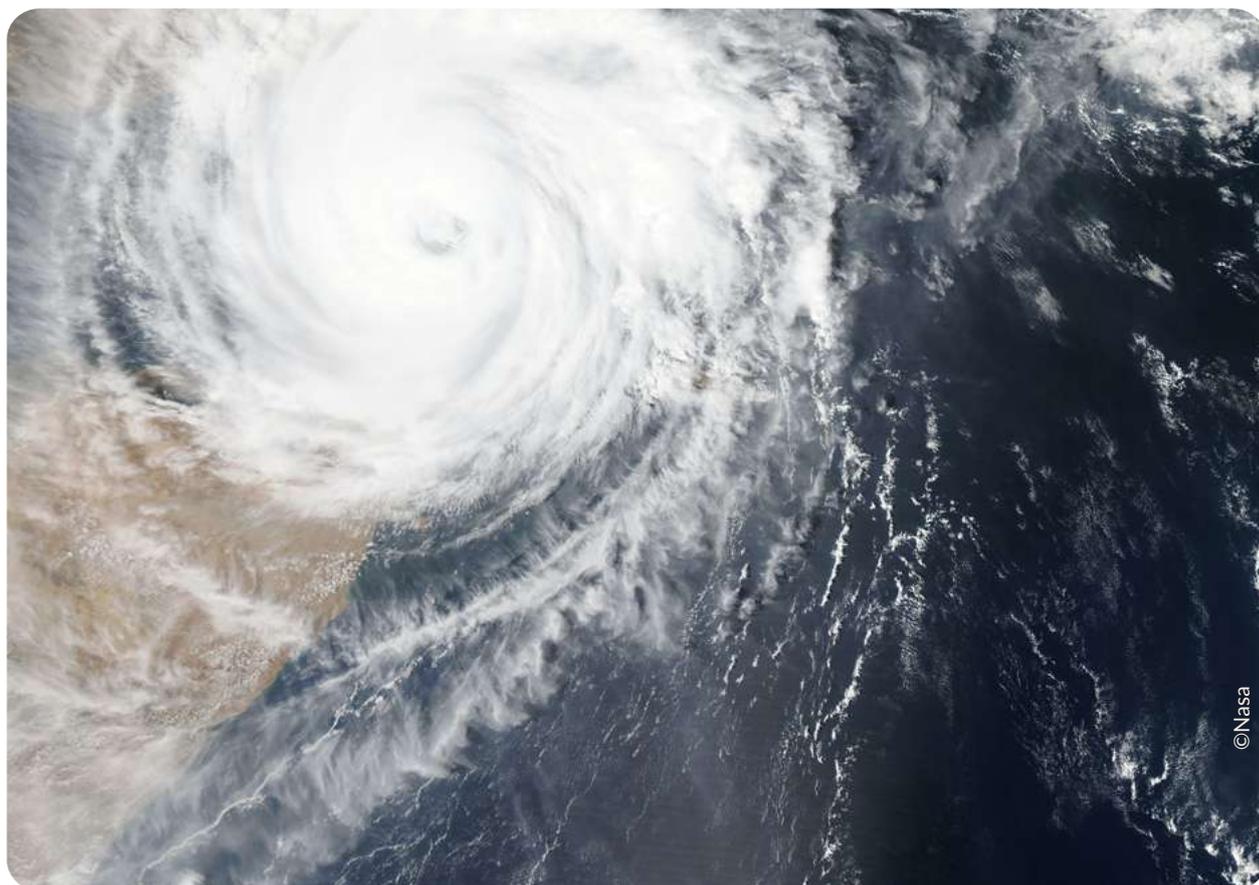


According to the latest IPCC report, the planet's climate has increased by 1,1°C since the 19th century, with snow and ice caps that have receded and ocean levels that have risen. These changes, which are linked to human-generated greenhouse gases, also translate into visible evolutions in the frequency and intensity of extreme weather events, whether it be droughts, heat waves, severe rain or cyclones.

These changes, which already impact natural environments, also have effects on human health and activity. The

analysis of these observations by Météo-France reveals the current climate evolutions also concern France, whether in metropolitan or overseas territories.

The level of these future changes depends on the level of greenhouse gases emissions. It is still possible to limit global warming to 1,5°C and therefore limit the consequential climate impacts, but that will require immediately, rapidly and massively reducing our emissions of greenhouse gases.



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AUDE PENOUTY



AUDE PENOUTY

Founder & head of R&D | Cultural Broker
| Bleader Bcorp at ENTADA TEXTILE

A fashion designer specialized in lingerie, swimwear and activewear, I've been a consultant & designer in the industry for over 17 years. I became a Cultural Broker once I understood the importance of a systemic approach to sustainable fashion!

In 2014, while living as an expat in Vietnam, I founded the creative consultancy and sustainable sourcing office ENTADA TEXTILE. Research and trends coexist with resource innovations that lead to product and manufacturing solutions. Assisting and guiding designers, existing brands, future DNVBs, manufacturers, press and trade show organizers is my daily exercise.

I have a particular attraction for research from a style & sociological point of view. I develop

presentations on trends, market intelligence and analysis of brand DNA (stylistic, fashion) as well as design proposals and resulting sourcing. Pooling these skills, I create editorial content in the form of Masterclasses, articles and conferences for the press, fairs or schools. Finally, I have just become Bleaders of BcorpTM because their tools offer a systemic, synthetic & operational vision that is aimed at everyone.

Expatriation has given me the unique experience of adapting to cultures and new situations. This has allowed me to become more intuitive, dynamic, cooperative and thus to evolve towards a service and "cultural broker" profile.



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AUDE PENOULTY

OIKONOMIA, SHARED EXPERIENCE OF CIRCULARITY



Oikonomia is the greek word for economy & ressource management. We are all responsible for what we share, for making our economy matter and for the fact that our ecology is being consumed. All performance, even individual, requires team work, whether within a brand or a sponsor, and each member is a guardian of the shared home.

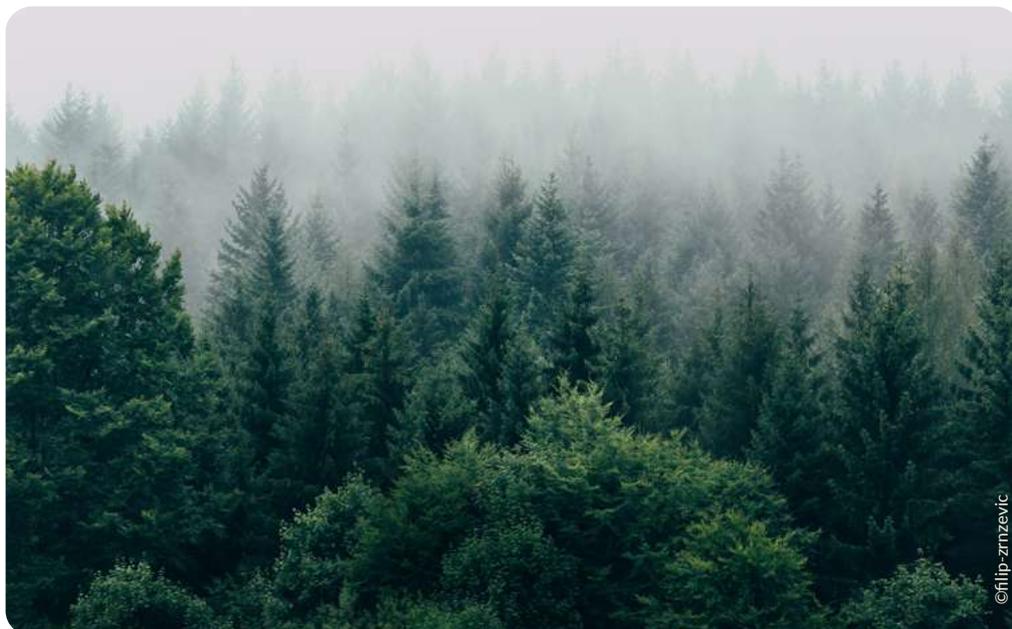
Two of Eurosima's core actions are to raise awareness and to encourage development. Here is a conference that will bring you to rethink CSR performance according to your own context, while providing you with tools to make your own choices. In sports, performance is an objective, so in a world that needs to be rethought, how can we redefine the concept of performance?

« We need a mindset focused on progress, not perfection. » Claudia Richardson, all birds, in charge of material innovation.

The economic/climate crisis is cross-sectional, universal, individual and systemic. It creates interdependence of sourcing, ecodesign, purchasing, production, retail and end of life management. One of the most democratic solutions available within our industry is the idea of circularity, which can help us all manage our shared home: Planet Earth and Mother Ocean*

It is through this concept circularity that, together, we will define this ecosystem with an evolving legal framework, its limits and its solutions. 60% of fashion directors have already invested or are considering investing in closed circuit recycling by 2024 (source BOF). What about you?

*Ocean Mother according to Nelly Pons in her book « Océan Plastique, enquête sur une pollution globale. » (Plastic ocean, an investigation into a global pollution)



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SOLUTIONS CIRCULAIRES

ROUND TABLE: HOW TO HANDLE CIRCULAR SOURCING IN THE SUPPLY CHAIN

MODERATOR AUDE PENOUTY

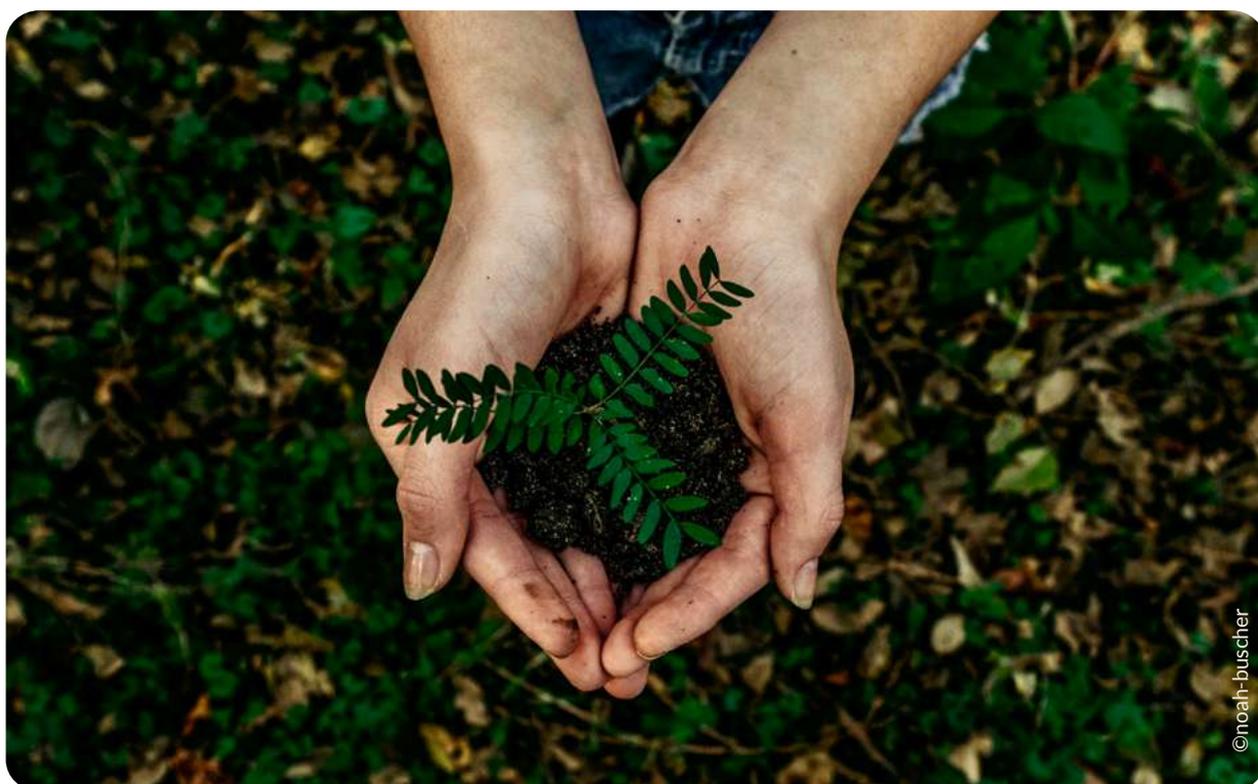


Handling supply chain solutions with a 360° approach, from materials to end of life with Reverse ressource, Patagonia, Oxbow, Les chanvres de l'Atlantique & Hi-Ex Consulting.

How can you get a handle on circular sourcing in the sourcing chain of value? What are the realities and limits of circularity in sourcing? Can circularity allow our industry to become independent in terms of ressources? Why or why not?

It all relates to your level of awareness! It's the difference between one leader who launches contributive and collective action and another, who clumsily orders tasks that are soon to be mandatory regardless!

Our guests all take a systemic approach to circularity, which provides solutions for sourcing needs in the current context of environmental concerns and uncertainty. They have all taken a stand with a desire to reduce to seduce and to build a more virtuous system. Their solutions, whether in terms of design, tech, materials ou waste management have sparked an operational level of conscience, which is an absolute requirement for a 360° circular management system.



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SOLUTIONS CIRCULAIRES



Originally from Newcastle, UK, Gabe became a professional surfer at the age of seventeen, embarking on a career that took him from the cold North Sea around the world. He picked up numerous surfing titles and represented his country at World Championships and at the XXL Global Big Wave Awards. But that's not all.

Gabe also has extensive experience working in television, film and printed media and with

GABE DAVIES

Ocean Marketing Manager EMEA
Patagonia

brands such as Quiksilver, among others. Inspired by the radical marine conservation group Surfers Against Sewage to focus on environmental action, his aim is to drive the surf industry towards a more positive future. In his current role as Ocean Marketing Manager EMEA at Patagonia, a company whose sole purpose is to 'Save Our Home Planet', he can now combine his love for surfing with his connection to the environment.

It should come as no surprise that Gabe is leading this charge, pursuing better ways forward for surfers, ocean loving surf communities and the wider surf industry, to strive for and share a positive future.



Jenny is the genuine guardian of the company's values. She embodies these values, these virtues... She is the Commercial Director and ensures that our values are behind all our business relations and interactions.

About Les Chanvres de l'Atlantiques :

The company was created in 2016, under the impulse of Vincent LARTIZIEN, ex-professional

JENNY LARTIZIEN

Commercial Director,
Les Chanvres De L'atlantique

surfer, who after more than 20 years playing on the biggest waves of the great Oceans of our planet, made the following observation: it is up to us to act and improve everything that goes wrong in our world. But in order to act, he needs a tool and hemp comes as an obvious one. The mission becomes clear: To nourish the health of all, through Hemp / Cannabis.

The project is vast and the main ambitions are:

- The re-establishment of an organic agricultural sector of french hemp
- Marketing of processed products through our own brands in b2b and b2c
- The creation of a hemp mill capable of locally transforming all parts of this plant
- Total autonomy from the seed to the final customer

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SOLUTIONS CIRCULAIRES



Nin Castle is the Co-founder of Reverse Resources, a SaaS platform for the fashion industry that enables mapping, matchmaking and tracking of textile waste from source to recycling, closing the loop of material flows.

NIN CASTLE

Co-Founder, Lead of Recycling and Chief Project Officer at Reverse Resources

With extensive experience in working with pre-consumer and post-industrial textile waste since 2006, Nin runs RR's international programs collaborating with NGOs, brands, manufacturers, waste handlers and recyclers across Europe, Asia and North Africa. Finally, Nin leads the Reverse Resources' recyclers network, matching textile waste streams with the best possible recycling solutions.



Ludovic QUINAULT has been Director of Operations at Rip Curl Europe, Managing Director at Cube Bikes France and Managing Director at Skunkfunk / SKFK. Today he is an Operations Consultant at HI-EX CONSULTING.

« I focus on human and environmental values and lead business transformation towards sustainable production, the circular economy and fair trade. »

LUDOVIC QUINAULT

Operational, Transformation and Sustainability Consultant
HI-EX CONSULTING

He is also a board member of UNU MONDO, a non-profit association that runs expeditions in the Arctic for research and to raise awareness on climate change.

À propos d'HI-EX Consulting :

Hi-Ex is a consulting firm, that was founded in 2009 and specializes in Operations and Sustainable Transformation. Its main activities are:

- Transformation management
- Sustainable and ethical management
- Cash flow optimization
- Sales strategy / supply chain management

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SOLUTIONS CIRCULAIRES



I grew up in the heart of the mountains, in Savoie. My parents were both ski instructors, so I naturally inherited their passion for boardsports. Professionally, I started out in the snowboard department at Rossignol, where I met Emmanuel Debrueres, the current President of Oxbow. I then moved across France to wind up on the coast in the Landes, where I joined Emmanuel at Billabong. I was a Product Manager in the outerwear department there, for 6 years. Those were incredible years during which I was lucky enough to combine my passion with my career.

In 2014, I decided to start my own project: Arcosse, an ecoresponsible technical apparel brand for mountain professionals. It was a three-year adventure with ups and down, but I learned a lot. I then created a product development consulting agency, Peak2Sea, and assisted several outdoor brands. In 2020, Emmanuel called me up, to tell me about his project and vision for Oxbow. I was immediately onboard and joined the family. Today, I am in charge of the 85 and Collector ranges, whose objectives are to reconnect with riders and the brand's roots. Made in Europe and in France with local organic and recycled materials, these two ranges are perfectly aligned with my own values.

AURÉLIEN SILVESTRE

Oxbow Sustainable Product
Manager

About Oxbow :

As individuals and companies, we are all responsible for the planet we live on. It is entirely up to us to contribute to protecting our living and playing environments in order to pass them on to future generations! That is the vision that French brand Oxbow shares with its committed ambassadors, its employees, its management but also its many customers who demand change. These customers demand transparency as well as meaning when it comes to what they buy and their consumption habits.

It's about living, enjoying, sharing and having fun, but the most responsibly possible through our adventures, our messages and the projects that the ambassadors we support carry out. And of course, it is about the products that we create and sell.

We « Stay alive » in how we face and stay aware of the world around us. We « Stay alive » through the sustainability we give to our products. We « Stay alive » through the ties we build with our partners, which we want to be both long-lasting and close and finally we « Stay alive » by constantly challenging ourselves for a more responsible present and future.

Carlsberg, bière blonde premium depuis 1847 née à Copenhague.



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- 8/ Recrute new talents and increase your expertise
- 9/ Adopt a sustainable management approach
- 10/ Free membership extension to Outdoor Sport Valley, FESI & Union Sport & Cycle

