

EUROSIMA SURF SUMMIT 2023 EDITION

28 & 29.09.2023
BELAMBRA CLUB ESTAGNOTS
SEIGNOSSE, FRANCE

©Artiste Nils Inne





JEAN-LOUIS RODRIGUES

EUROSIMA PRESIDENT

WEL-
COME
TO
THIS
NEW
EDI-
TION

All of the EuroSIMA team and I are very happy to welcome you to the 22nd edition of the Surf Summit, which is a very special event for several reasons.

First and foremost, our thoughts are with our colleague and friend Franck Laporte Fauret, who is currently battling to recover from a severe stroke that has deeply affected him. We wish to dedicate this edition to him, as he had begun to prepare it with us.

Furthermore, we have returned to Belambra Les Estagnots, a different location from the Casino de Hossegor, but one that has allowed us to rethink the content of this Summit.

As a professional association representing the Action Sports industry, EuroSima is driven by the desire to promote the sports we are so passionate about, but also to encourage innovation and to stand up for our industry interests as a whole. This year, the Surf Summit will take on particular importance as we have chosen to focus on crucial topics related to the future of our shared passions, our industry and our planet.

Decarbonisation, innovation, management, the European market and inspirational speakers are the pillars that will guide our discussions and interactions throughout the conference. Together, let us explore the environmental challenges Action Sports must face and let's commit to finding innovative solutions to limit and reduce our carbon footprint to protect the oceans we so love.

It goes without saying that respecting the environment is a core value in all our endeavours, which is why we value and work towards encouraging innovation in all forms: product design, services, management. All these incredibly fascinating initiatives are paving the way for new and more sustainable practices in our industry.

But innovation is not just about the environment. It also drives our approach to management. Together, we will explore the best practices in terms of business governance, CSR and sustainability. By strengthening our management skills, we will be working towards a future where the key to collective success is a balance between profitability and responsibility.

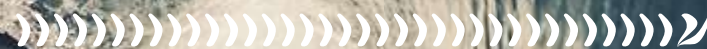
The 2023 Surf Summit is more than a simple event. It is a rewarding experience in which the themes that are covered intertwine to help us weave a responsible and promising future for our industry. The conferences, the workshops, the Surfing Lounge exhibit and the informal networking opportunities all contribute to this unique atmosphere.

We present the 9th edition of the Surfing Lounge, a superb selection of our industry's most innovative products and services, highlighting the creativity, innovation and dynamism of EuroSIMA members.

On behalf of the team and myself, I'd like to thank the MACS, the Région Nouvelle Aquitaine, the Conseil Départemental des Landes, the Ville de Soorts-Hossegor, the Mutuelle PréviFrance, the Chambre de Commerce et d'Industrie des Landes, Sport-Guide and Frederic Tain, who has supported us for so long, Boardsport SOURCE, Carlsberg, Ocean52, Cafés Richard and Hydro Flask for making this 22nd Surf Summit possible.

Together, we have a bold vision for the future of surfing and Action Sports. Thank you for taking part in the 22nd Surf Summit. I wish you all 2 days rich in wonderful 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**

SEPT.
28

EVENT PROGRAM

9:30 AM /

SURF SUMMIT 2023 INAUGURATION

Jean-Louis RODRIGUES, Eurosima President

10:00 AM /

ELITE SPORTS: THE CAREER OF AN OLYMPIC VICE CHAMPION

Grégory MALLET, Double Olympic vice champion and Physical & Mental Coach

11:00 AM /

**THE CUSTOMER 3.0 SURROUNDED BY TURMOIL
AND THE NEED TO INITIATE A NEW CONVERSATION**

PATRICK BEAUDUIN, Marketing Consultant & President of MAÏEUTYK France &
Valérie Bossé, Customer Experience And Marketing Strategy & Managing Director, MAÏEUTYK France

10' break with Cafés Richard

12:00 PM /

THE SPORTS SECTOR: THE CHALLENGES OF A CHAMPION

José CORREIA, BPCE Representative and Frédéric TAIN, Journalist and Founder of Sport Guide

Green Cantine Lunch

2:00PM /

DECARBONIZATION: AN ASSET RATHER THAN A CONSTRAINT

Renaud BETTIN, Founder of Sweep

3:00 PM /

MENTAL KEYS TO SERENELY EVOLVE IN CHALLENGING CONTEXTS

Annaëlle MALHERBE, Mental performance coach, with
Madeleine MALONGA, Judo silver-medalist at the Tokyo Olympics and Paris 2024 Olympic contender

10' break with Cafés Richard

4:30 PM /

ROUND TABLE DISCUSSION: FOCUS ON THE SPANISH MARKET

François LASSÈGUE, Sales Director Europe ,HOFF DISTRIBUTION
& Iñigo IRAOLA, Country Manager Spain chez RIP CURL EUROPE.

7:00 PM /

OFFICIAL SURF SUMMIT COCKTAIL DINNER EVENT

At the "70 Hectares & Océan" Hotel in Seignosse

SEPT.
29

EVENT PROGRAM

8:30 AM / WORKSHOP

**FOSTERING EMOTIONAL INTELLIGENCE:
THE POWER TO TURN EMOTIONS INTO PROFESSIONAL SUCCESS**

Mathilde DEPAULIS, Psychologist and Psychotherapist in cognitive behavioral and emotional therapies

10' break Cafés Richard

10:00 AM /

ACTION SPORTS AS A VECTOR FOR ENVIRONMENTAL AND SOCIAL CHANGE

Flora ARTZNER, World wingfoil champion & high level sportswoman
& consultant engineer in natural resource management

11:00 AM /

PREPARING BOARD SPORTS BRAND LEADERS FOR TOMORROW'S MARKETS

Florian AUGER, Founder of Outercraft

12:00 PM /

WINNERS OF THE 2023 EUROSIMA CALL FOR INNOVATION PROJECTS

Call For Innovation projects winners' pitch

Green Cantine Lunch

Surf Session with the Hossegor Surf Club

2:00 PM /

**DICHOTOMY BETWEEN VULNERABILITY & PERFORMANCE
WHERE TOP ATHLETES SHOW US THE WAY IN BUSINESS**

Pierre Étienne BIDON, Founder of Moka Care

3:00 PM /

**ROUND TABLE DISCUSSION :
ENVIRONNEMENTAL POSTING & 2024 REGULATIONS**

Stéphane POPESCU, Founder of COSE 361, Alicia BOYANO LARRIBA, Policy Officer EU Commission,
Pascal DAGRAS, CGDD, Steve Duhamel, Lacoste, Etienne CROZET, RIP CURL,
& Vanessa MONTAGNE, ECOLOGIC.

4:30 PM /

THE ALL NEW EUROSIMA X SURFRIDER ACTION SPORTS SUSTAINABILITY GUIDEBOOK

Florent MARCOUX, General Manager Surfrider Foundation Europe

Closing & Carlsberg Happy hour

Sept. 28&29
Belambra Club, Seignosse

Surfing
Lounge 2023
EuroSIMA

INNOVATIVE
SURF PRODUCTS
EXHIBIT





SEPT. 28 _ 10:00 AM / ELITE SPORTS: THE CAREER OF AN OLYMPIC VICE CHAMPION

Grégory MALLET, Double Olympic vice champion and Physical & Mental Coach

THE CONFERENCE

Get ready to explore the exceptional qualities required to achieve extraordinary goals, whether on the Olympic podium or in the professional world, at Grégory MALLET's exceptional conference. In this immersive session, Grégory will take a behind-the-scenes look at his career as an Olympic champion, while showing you how these same skills and principles can be successfully applied in the professional world.

Through his own journey and experiences as a medalist on the French Olympic team, Grégory will explore the essential keys to his success. You'll discover how high-level physical preparation, mastery of mental preparation and perseverance were key elements in his Olympic career. More importantly, Gregory will share how these same skills can be adapted and applied in the world of work, enabling you to strive for professional excellence.

Whether you're an athlete striving for peak performance, a professional seeking to excel in your field, or simply looking for inspiration to achieve extraordinary goals, this conference will guide you along the path to success. Don't miss this exceptional opportunity to learn from an Olympic champion and discover how to push the limits, both on the playing field and in your career.

GRÉGORY MALLET

My experience as a former medal-winning swimmer on the French Olympic team has led me to become involved in helping people to develop their potential, and to work on the obstacles and blockages that could prevent them from achieving their life goals. Using tools such as hypnosis and NLP (Neuro-Linguistic Programming), I propose working methods that enable you to focus on your own needs and redefine your beliefs.

100% of things you don't try fail. Wayne Gretzky

ELITE
SPORTS:
OLYMPIC
CHAMPION





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BU-
SINESS
MODEL
ACTION
SPORTS
& DI-
GITAL
TRENDS

SEPT. 28 _ 11:00 AM / THE CUSTOMER 3.0 SURROUNDED BY TURMOIL AND THE NEED TO INITIATE A NEW CONVERSATION

PATRICK BEAUDUIN, Marketing Consultant & President of MAÏEUTYK France & Valérie Bossé, Customer Experience And Marketing Strategy & Managing Director, MAÏEUTYK France

THE CONFERENCE

«A company is only as great as its ability to reinvent the way it meets its customers». Digital technology has shaken up many of our certainties over the past 20 years, not to mention the current crises which are accelerating certain changes. At the same time, it can be a formidable field for exploration, renewal and reinvented dynamism.

Objectives:

- Reviewing the upheavals caused by digital technology in the world of communications and consumption: the birth of the customer 3.0
- Put into perspective the recent acceleration of this digital revolution and its consequences on the behavior of this customer 3.0
- Understand how recent crises can also accelerate, or even initiate, new customer behaviours (but also employee behaviours...) and thus force companies to explore new conversational dynamics.
- Fundamentally rethink the company's approach to this new, demanding and autonomous customer.

Drawing on our professional experience on both sides of the Atlantic (Europe and North America), we will tackle these themes, illustrating them in a very concrete way with examples gleaned from the 4 corners of the globe...

VALÉRIE BOSSÉ

Valérie has a double Bachelor's degree in East-Asian Studies and Geography as well as a Master's degree in Geopolitics of transport in China from the University of Montréal and is certified in Relational Marketing. She has held positions in all types of marketing field: in communications-marketing agencies for over 10 years, in companies (industrial and events) as well as acting as a consultant

and trainer. In 2013, she joined MAÏEUTYK Canada, and later moved to France where she launched MAÏEUTYK France. She taught the course "Mobilizing traditional and digital medias for communication : The Brand in the 21st Century, dealing with the Multiplication of Communication Channels" at Kedge BS MBA in Bordeaux and Shanghai. Today she works as a speaker at various economic and business events as well as in Chambers of Commerce and within companies.

Fascinated by permaculture, she is currently penning a marketing book on the subject :« La permaculture du client » to be published in 2023.

PATRICK BEAUDUIN

Patrick spent nearly 15 years as Creative Director in various advertising agencies in Europe. In Canada, he was Creative VP at Cosette for 17 years before taking on the role of GM at Radio-Canada in 2010 to help the public broadcasting company through their digital transformation. Since 2014, having returned to France, he's become an expert at APM, speaking at conferences both in France and abroad.

MAÏEUTYK is a strategic marketing agency that helps companies seize opportunities and transform them into experiences. MAÏEUTYK helps you align your brand experience (BX), your Customer experience (CX) and your Employee experience (EX) in order to develop the flexibility you need to stand out in a competitive market.



SEPT. 28 _ 12:00 PM / THE SPORTS INDUSTRY: CHALLENGES OF CHAMPION

José CORREIA, BPCE Representative and
Frédéric TAIN, Journalist and Founder of SPORT-GUIDE.COM



THE CONFERENCE

This third edition of the BCPE L'Observatoire on the sports market will take a global approach to the sports industry, pushing beyond traditional statistical boundaries. Instead of focusing on the highly visible, yet limited, field of professional sports, the focus will be on how sports can generate economic wealth and growth as a whole. This research has revealed a more complex and influential sector than initially expected, which is nevertheless confronting certain key challenges. The central element of our presentation will be the contribution of the sports industry to French GDP, while also discussing the impact of the private sector on as well as the determining role of territorial institutions in the development of sports in France and how the associative sports world is currently transforming.

JOSÉ CORREIA

José Correia is in charge of research in the Research and Prospective management department at BPCE Group. He mainly deals with studies related to the economics of sports, territorial analyses and businesses. As the co-author of this publication, this is his first contribution at BPCE L'Observatoire. José Correia has a Master's degree in statistical engineering and finance economics, insurance and risk, from the University of Paris-Nanterre.

FRÉDÉRIC TAIN

Frédéric Tain is a journalist, lecturer and entrepreneur. He is interested in consumer trends and their impact on non-food retailing. He runs sport-guide.com and its magazine dedicated to the business sector. This independent cross-channel medium, a benchmark for retailers and buyers, examines the good and not-so-good practices of companies and looks ahead to future developments in the sector. Every day, a European team of seasoned journalists interviews leading retailers, challengers and project developers. Data on retailers and brands is at the heart of their analyses. Their credo is «useful value» information.

ECO-
NOMIC
& BU-
SINESS
OF THE
SPORTS
SECTOR



ALERTE SMS

Soorts-Hossegor



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Actus

INSCRIPTION GRATUITE

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





SEPT. 28 _ 2:00 PM / DECARBONATION : AN ASSET MORE THAN A CONSTRAINT

Renaud BETTIN, Founder of Sweep

THE CONFERENCE

So here we are. Climate change is our fault.

To change course and figure how to weather the storm, we have to act. We have to adapt our organisations to the limitations of our planet, to new regulations and consumer behaviours.

In order for joy and success to be stronger than the tears that we've incessantly been warned about, decarbonation needs to become an asset, an opportunity to reinvent the role of businesses in society. To make this mutation a success, we will have to be team players, we will need to adapt and be both creative and resilient.

In a nutshell, we will need to become a Forever Company.

RENAUD BETTIN

Renaud Bettin is an expert in climate action in businesses.

With over 15 years of experience, he offers a 360° vision, which is both inspiring and iconoclastic. He began his journey in 2008 at GERES, a pioneer NGO in the field of carbon funding for project development. For 10 years, he led CO2Solidaire, a key carbon program and created Info Compensation Carbones with the support of the ADEME and the French Ministry of ecology.

In 2017, he joined the benchmark consultancy Carbon 4, where he launched the carbon neutrality department and led the Net Zero Initiative, providing clear guidelines for companies in terms of how to align their business with a carbon neutral world.

Today, as VP of Climate Action at SWEEP, he contributes to the creation of software to monitor and implement climate action in businesses.

CLIMATE,
CARBON
IMPACT
& KEY
SOLUTIONS



SEPT. 28 _ 3:00 PM / KEY MENTAL TOOLS TO STAY POISED IN HIGH STAKE SITUATIONS

Annaëlle MALHERBE, Mental performance coach, with Madeleine MALONGA, Judo silver-medalist at the Tokyo Olympics and Paris 2024 Olympic contender

THE CONFERENCE

Madeleine Malonga and Anaëlle Malherbe have been working together since 2017. They will share how, together, they've paved the way for performance and succeeded in winning two Olympic medals in the Tokyo Olympics.

The path of an elite athlete is comparable to the high stakes that managers, CEOs and business leaders face.

Having worked for several years in the fields of Human Resources and Psycho-social risk, Anaëlle still continues to assist business leaders today. She will highlight the keys to performance and well-being that can be useful to all. Madeleine will share anecdotes of her experience on the path to performance, in which the quest to find balance is a daily challenge.

Join us and feel free to ask questions to our two atypical speakers.

MADELEINE MALONGA

Individual Silver Medalist 2020 TOKYO Olympics
Team Gold Medalist 2020 TOKYO Olympics
2019 Judo World Champion category under 78kg

Ambition, determination and precision are part of my daily life.

I am an elite athlete, committed to and carried by Judo in the under 78 kg category. For people to be recognized and included for their talent is what motivates me. I am passionate about elite athlete mental preparation and coaching and have started training in those fields. I am currently in the Executive Coaching program at HEC.

Having returned from the Tokyo 2020 Olympics with a team Gold Medal and an individual Silver medal, I am now focused on the 2024 Paris Games, where I am targeting on winning a Gold Medal in my home country.

ANAËLLE MALHERBE

A clinical psychologist and mental preparation specialist for elite athletes, Anaëlle works with four French teams as well as CEOs.

I assist people searching for performance and well-being. It's about human support, understanding a person's values and how their mind works, but also helping them through various steps in life. That is what drove me to join the Ecole des Psychologues Praticiens. For five years, I alternated between training courses and in-field internships to acquire solid experience.

I then focused on support to teenagers and young adults going through hard times, whether personal, professional or in their families. I later worked within a board of management where I interacted closely with employees and decision makers to help them face issues related to recruitment, outplacements, skills assessments etc.

In that respect, I assisted five athletes who competed in the 2016 Rio Olympic games. In 2018, I worked alongside Yannick Noah and the Davis Cup players. In 2021 in Tokyo, I worked with 25 Olympic athletes and para athletes, 19 of which brought home with medals. In 2022, I was one of two psychologists sent with the French Delegation to the Winter Olympics in Beijing. At the moment, I am currently working with four French teams to prepare the 2024 Paris Olympic and Paralympic Games.

My approach to assistance: I can assist you in your approach, staying as close to your preoccupations as possible and according to your rhythm. With that in mind, in the first session I suggest setting the details and schedule for our meetings. This personalised assistance tends to quickly calm emotions and boost self confidence.



MENTAL
COACHING,
WELL-BEING &
PERFORMANCE

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SEPT. 28 _ 4:30 PM / ROUND TABLE DISCUSSION: FOCUS ON THE SPANISH MARKET

François LASSÈGUE, Sales Director Europe ,HOFF DISTRIBUTION & Iñigo IRAOLA, Country Manager Spain chez RIP CURL EUROPE. Jean-Louis RODRIGUES, EUROSIMA President and Dave MAILMAN, Moderator.

THE ROUND TABLE

Dive into the specifics of the Action Sport market in Spain alongside our industry experts. Discover the unique opportunities, issues, challenges and trends that shape this territory.

IÑIGO IRAOLA

I've been working for RIP CURL in Spain for over 34 years. I started working for RIP CURL in the 80s and 90s on short seasons, alongside my status as a professional surfer. Since then, I've held many different positions at RIP CURL: Warehouse Technician, Warehouse Manager, Sales Manager for different product categories in the North, Product and Marketing... Since 2022, I've been Country Manager Spain, a position that combines sales for Core-MVP customers and marketing in my territory.

FRANÇOIS LASSÈGUE

François LASSÈGUE has been with HOFF DISTRIBUTION for over 11 years as European Sales Director for the Lifestyle and Action Sports divisions, and for the past 5 years has been in charge of European sales development for the Rythm brand within the HOFF group.

HOFF DISTRIBUTION: 72 years of passion and experience in the board sports and lifestyle sector. We've been present in the surf, skate and outdoor sports market since 1951, making us a major player in extreme sports and lifestyle distribution. HOFF Distribution is a family business on a human scale, with a passionate team of around fifty people. Based in Bayonne on the Basque coast (Europe's Little California), HOFF specializes in the distribution and design of board sports equipment.

EUROPEAN ACTION SPORTS MARKET & BUSINESS





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

ADHÉRER
EN LIGNE
PAR ICI



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SEPT. 28 _ 7:00 PM / OFFICIAL SURF SUMMIT EVENING EVENT & COCKTAIL DINNER

Hôtel « 70 Hectares & Océan » Seignosse

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.

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SEPT. 29 _ 8:30 AM / CULTIVATING EMOTIONAL INTELLIGENCE: THE POWER TO TRANSFORM EMOTIONS INTO PROFESSIONAL SUCCESS [WORKSHOP ON REGISTRATION]

Mathilde DEPAULIS, Psychologist and Psychotherapist in cognitive behavioral and emotional therapies

THE CONFERENCE

EMOTIONS AND THE WORKPLACE :

In our western societies, we have a tendency to not manage or understand human emotions. This tendency extends to other parts of our lives, including work. We often leave our emotions at the door when we walk into work, but learning to manage these emotions would help not only the business but also its employees to be both happier and more performant.

BECOMING A GOOD LEADER :

The objective of working on emotional intelligence in companies is to create happier managers who in turn will be better at knowing their teams and understanding them. It's about creating better working conditions to get more team cohesion. Being a good and efficient manager requires good personal balance in order to be more « powerful » but also to have better interpersonal interactions with your team. A good manager has a good knowledge of emotions, which is a tool to decode emotions in others and therefore anticipate and prevent psycho social risks.

THE IMPORTANCE OF EMOTIONAL INTELLIGENCE:

Emotional intelligence is more important than ever in today's global world, filled with intercultural teams. We are now aware of the importance of physical and mental health. It increases the complexity of interactions and emotions as well as how they are expressed. Fundamentally, emotional intelligence at work is about understanding, expressing and maintaining good relations, and learning how to solve problems under pressure.

MATHILDE DEPAULIS

I have my own private practice and for the past 10 years, have assisted executives and managers in how to manage their emotions. Constant burn outs, relationship issues, lack of self confidence, difficulties with public speaking, stress..emotions are a constant denominator in the workplace. For several years, I have focused on helping professionals develop their emotional intelligence.

The decision to start working with a psychologist is a difficult one and requires both time and courage. In addition, comes the challenge of finding a therapist who allows you to feel comfortable enough to speak freely. Studies show that the efficiency of therapy resides mainly in the therapeutic relationship. With that in mind, it seems natural to me to introduce myself to you.

I am in favour of an integrative approach, meaning I do not wish to limit myself to a single tool with my patients but rather, I use a tool box that I continue to fill as I continue to get training, discover new elements and read. This supposes constant movement and never immobility.

QUALITY OF LIFE AT WORK & BETTER TEAM COHESION





ARTISTIC COLLABORATION: NILS INNE

Nils INNE, Artist

THE COLLABORATION

From the very beginning, our business has been driven by creativity and passion; our sports, art and culture have always been connected. With this in mind, we chose to work with artist NILS INNE, known for his distinctive style and involvement in the world of skateboarding and art, who selected one of his works for the Surf Summit 2023 poster. This captivating artwork perfectly embodies the spirit of creativity and innovation, as well as the energy and diversity that characterize our industry.

NILS INNE

Born in Nice in October 1986, Nils grew up between the paintbrushes of his father, himself a painter, and his skateboard on which he roamed the streets and squares of the city.

Yet it was in Biarritz that he spent most of his teenage years, sponsored by major brands, where he blossomed as a skateboarder. Gradually, he focused on a new objective: to unite his 2 passions: skateboarding and art (painting, sculpture).

After exploring the influences of Street Art and its figurative representations, Nils expresses his art and his vision of the world through more streamlined work with simplified lines.

He looks at the masterpieces of the great masters, religious works, expressing his own vision of the world, and taking a fresh look at the monuments of our culture, he expresses it in a tangle of untied lines free of any school and incredible marriages of color.

However, the violence and richness of the tints never detract from the profound equilibrium that characterizes his paintings and is immediately captivating. Let's bet that this young artist will go far and soon be part of the collections of enlightened art lovers.



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SURF
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SEPT. 29 _ 10:00 AM / ACTION SPORTS AS A VECTOR FOR ENVIRONMENTAL AND SOCIAL CHANGE

Flora ARTZNER, World wingfoil champion & high level sportswoman & consultant engineer in natural resource management

THE CONFERENCE

Flora Artzner shows us how to dance with the wind and bring your drop of water to the ocean. This presentation is a blend of sport, science and conscience, with the aim of moving from observation to action, through concrete examples and tools that can be directly mobilized by companies in the board sports world.

FLORA ARTZNER

Before becoming a top-level sportswoman with the French wingfoil team, Flora Artzner was an environmental and biodiversity engineer, specializing in the protection of marine environments. A keen outdoor sportswoman, she decided to throw herself fully into wingfoil competition a few years ago, and today holds 17 international medals, including the title of World Champion 2022 and European Champion 2023.

Faced with the environmental impact of the world tour and the inequalities encountered at high level, she decided to get involved in these issues through sport. She created the Ecowave association, and in 2022 and 2023 organized a major eco-engaged sporting event in the Var, the Roca Cup.

Today, she continues to build bridges between the worlds of sport, ecology and social inclusion through the implementation of innovative projects.



BOARD-SPORTS & ENVIRONMENTAL COMMITMENT



SEPT. 29 _ 11:00 AM / PREPARING BOARD SPORTS BRAND LEADERS FOR TOMORROW'S MARKETS

FLORIAN AUGER, FOUNDER OF OUTERCRAFT

THE CONFERENCE

How to prepare companies to meet the needs of tomorrow's consumers in order to ensure their long-term competitiveness: behavioral theory, operational strategies and stories of key innovation projects.

Florian Auger, founder and design director of OUTERCRAFT, supports players in the sports, mobility and industry sectors in strengthening their positioning and creating new markets. His creative method, based on user research and rapid iteration of prototypes, helps to consolidate innovation strategies based on market evidence.

With 10 years' experience in the surf industry as a backshaper / sander for major international labels and various entrepreneurial projects, Florian looks to the industry to understand the keys to success for influential brands that excel in innovation.

OUTERCRAFT quickly made a name for itself, working on major projects for Decathlon, then on the rebranding and design of DAB Motors' electric motorcycle, which led to an exclusive collaboration with Burberry. The agency's clients include names such as Hermès, Millet, Rip Curl and Zodiac Nautic, and it also guides industrial giants such as Midea and Vapresso towards forward-looking brand and product strategies.

Today, a key question is how to build a sustainable future through dynamic economic activity.

FLORIAN AUGER

I believe that quality branding and products lead to positive change for people and society. I created OUTERCRAFT to open up new market opportunities through strategy, branding, industrial design and prototyping. I believe in the perfect creative recipe, which involves bringing together expert design skills in an ideal workplace with prototyping facilities, working with a tried and tested design process, and connecting to an international network.

I help CEOs, brand managers and design directors secure their company's future by opening up new markets. I set up a successful design process, a collaborative prototyping workshop and build an international creative team and network. I specialize in improving industrial products through strategy, branding, product design and prototyping.

I founded the consultancy and managed design projects with a fresh perspective based on my experience of entrepreneurship, craftsmanship, design and technology. The agency quickly flourished, with major projects for clients such as Decathlon, Zodiac Nautic and Groupe Voltaire.

INNO-
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DESIGN,
CREATI-
VITY &
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LITY



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Sept.29 - 12.30 PM
during the Surf Summit
with the Hossegor Surf Club



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SEPT. 29 _ 2:00 PM / DICHOTOMY BETWEEN VULNERABILITY & PERFORMANCE - WHERE TOP ATHLETES SHOW US THE WAY IN BUSINESS

Pierre Étienne BIDON, Founder of MOKA CARE

THE CONFERENCE

“Our failures do not define who we are and our vulnerability is not a weakness. » These words are from French judokate Madeleine Malonga (..who will be joining us at the Surf Summit) - taken from an interview in le Point, July 2023..

Though a school of human relations claimed early on that a « logic of emotions » (Roethlisberger, 1939) is what drives executives and employees, it is in fact a logic of costs and efficiency that for a long time has been the foundation of the industrial economy. However, today, being able to own up to one’s vulnerability is now a genuine factor for performance.

Topics that will be covered in the presentation:

- Transformations linked to increased vulnerability degraded by employees
- The paradox between vulnerability and performance
- How to create psychological safety (accepting the idea of vulnerability in the workplace)

PIERRE ÉTIENNE BIDON

“When it comes to mental health, one thing is certain: we are still too helpless. As an employee, it is often difficult to confide in colleagues or managers. The subject remains taboo and we are afraid of being judged. Although companies want to take action for the mental health of their teams, they are not always legitimate or trained to do so. By creating moka.care, we want to offer a human, tailor-made and confidential response to finally take action on mental health” Pierre Etienne BIDON, Co-fondateur de MOKA.CARE

Created by two entrepreneurs, Pierre-Etienne Bidon and Guillaume d’Ayguesvives, moka.care is a collective adventure, shared by people who genuinely want to help businesses and their teams when it comes to mental health. A father of two and passionate about extreme and endurance sports (running, cycling, paragliding, kitesurfing), Pierre-Etienne is firmly convinced that great success is born from healthy minds. That is how moka.care was born: as a complete solution to preventing mental health issues in businesses.

Alongside moka.care, Pierre-Etienne & Guillaume wanted to offer a link between their two passions: sports and mental health, to change the perspective people have on the latter.

To this end, they’ve launched a podcast: Les Secrets du Mental which has become a fan favourite of Apple Podcasts in just few months. They are proud to have welcomed key inspirational individuals such as Justine Dupont, Blaise Matuidi, Antoine Dupont, Alizé Cornet, Camille Lacourt as well as other exceptional athletes.

The driving force behind businesses are teams that feel good.

PSY-
CHO-
LOGY &
PROFES-
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WELL-
BEING





SEPT. 29 _ 4:30 PM / ROUND TABLE: ENVIRONMENTAL LABELLING & 2024 REGULATIONS

Stéphane POPESCU, Fondateur COSE 361, Alicia BOYANO LARRIBA, Policy Officer Commission Européenne, Pascal DAGRAS, CGDD, Steve Duhamel, Lacoste, Etienne CROZET, RIP CURL, et Vanessa MONTAGNE, ECOLOGIC.



LA TABLE RONDE

Environmental labelling for clothing and footwear will become mandatory in France in 2025. At European level, several regulations and a methodology, the PEFCR Apparel & Footwear, cover the subject. This round table will provide an opportunity to take stock of the various regulatory initiatives with European and French representatives, and then to take action with inspiring testimonials from Brands.

STÉPHANE POPESCU

«I believe in a world where companies have a positive impact on our planet, its biodiversity and humanity. Today, it's still a vision, but I'm a game changer, specializing in sustainable fashion, and my daily mission is to accelerate the ecological transition of companies. Step by step, word by word and action by action, together we design change.»

Our society is changing, our needs are no longer the same, but we still only have one planet to live on... it's urgent to improve the way we consume. I believe in a world where companies have a positive impact on our planet, its biodiversity and humanity. COS361 is realizing this vision a little more every day, by collaborating with the entire Mode ecosystem. COSE361 is a responsible fashion gas pedal whose mission is to speed up the emergence of fashion that serves humanity's ecological and social capital.

ALICIA BOYANO LARRIBA

Alicia Boyano Larriba works at the European Commission in Brussels, in the Directorate-General for the Environment (DG ENV). She is part of the Environmental Footprint team within the Circular Economy and Sustainable Production and Consumption unit. The team's main activity is to support the transition to a circular and green economy in the European Union, by improving the application and implementation of environmental footprinting methods and related policies. Previously, she was a policy officer at the European Commission's Joint Research Centre in Seville (Spain), working on eco-design and other sustainable product policies. Alicia Boyano holds a PhD in Chemical Engineering from the University of Zaragoza (Spain) and a European Master's degree and a Master's degree in Applied Economics from the Open University of Spain.



STEVE DUHAMEL

In almost 15 years of professional activity, I have seen society become aware of the impact of its production and consumption patterns. But the challenges are complex and often require new approaches. The materials cycle needs to be rethought, and relations between organizations need to evolve towards more partnerships. My personal commitment and professional skills can support you in this dynamic.

VANESSA MONTAGNE

Director of Environment, Customer Experience and Development in multi-business public-private sectors and an agricultural engineer by training, Vanessa is an expert in BtoB services for the circular economy, and in particular EPR (Extended Producer Responsibility) channels.

“Convinced of the value created through a win-win relationship, I enjoy engaging our partners in the collective implementation of projects linked to the circular economy. Today, I manage and develop the new waste recovery channels at Ecologic, with strong stakes in developing operational partnerships, relying on multidisciplinary teams driven by an ambitious vision of public utility.”

PASCAL DAGRAS

After graduating from École Polytechnique, Pascal worked for several government departments (DGE, DREAL, etc.) on environmental issues and business support.

In 2021 Pascal joins the Ministry of Ecological Transition within the Commissariat Général au Développement Durable (CGDD) to work on the French environmental display and the development of the Ecobalyse impact measurement tool.

ÉTIENNE CROZET

After studying textile engineering, Etienne worked in product development at Nike, then RIP CURL, before moving on to the position of Product Compliance Manager.



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SEPT. 29 _ 4:30 PM / THE ALL NEW EUROSIMA X SURFRIDER ACTION SPORTS SUSTAINABILITY GUIDEBOOKA

Florent MARCOUX, General Manager SURFRIDER FOUNDATION EUROPE
Jean-Louis RODRIGUES, EUROSIMA Président



THE CONFERENCE

Presentation of the ecological transition guidelines for the boardsports industry to protect our common playground: the OCEAN. This co-constructed reference framework has been designed to serve as a decision-making tool in the development and implementation of environmental strategies aimed at limiting the impact of the boardsports industry on the ocean and the climate, and fully in line with the 1.5° trajectory of the Paris Agreement.

This standard addresses the following issues:

- Global/transversal issues
- Chemical pollution
- Waste
- GHG emissions
- Exploitation of resources and raw materials

FLORENT MARCOUX

Florent Marcoux has been an active member of the Surfrider Foundation Europe community for over a decade, demonstrating an ongoing commitment to the cause. As Managing Director since July 2018, and having held the position of Executive Director from 2013 to 2018, he has played a central role in the organization's strategic development.

Its key missions include supporting the organization's strategic development, implementing its social mission, notably through environmental protection and sustainable development education initiatives, lobbying, developing financial resources, mobilizing the volunteer network, administrative and financial management, and leading teams of 30 employees.

Florent Marcoux will be at the Surf Summit to present a brand new ecological transition reference framework for the board sports industry. This standard was co-constructed with Surfrider Foundation Europe and EuroSIMA. This initiative aims to protect our common playground: the ocean.

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- 9/ Adopt a sustainable management approach
- 10/ Free membership extension to Outdoor Sport Valley, FESI & Union Sport & Cycle



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28 & 29.09.2023
BELAMBRA CLUB ESTAGNOTS
SEIGNOSSE, FRANCE

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