



EUROSIMA SURF SUMMIT 2024 UNDER THE BANNER OF INNOVATION AND SUSTAINABLE TRANSFORMATION

A new attendance record for the must-attend event for the European board sports industry, supported by inspiring conferences and round tables on our industry and its major challenges

The EuroSIMA Surf Summit 2024 came to a close on Friday 27 September after two intense days of conferences focusing on innovation, sustainability and well-being. This annual event, which has become a must for the boardsports industry, attracted nearly 500 participants from all over Europe, setting a new attendance record. The fascinating discussions provided an opportunity to take stock of the current state of the industry and explore the new challenges that lie ahead.

DIGITAL TRANSFORMATION: ARTIFICIAL INTELLIGENCE AND A SUPPORTIVE BUSINESS MODEL

Cyril De Sousa Cardoso, CEO of Polaria, gave a breathtaking demonstration of the power of current and future AI tools. Christophe Chenut, entrepreneur and former head of groups such as Lacoste and French media group L'Équipe, discussed the management of exceptional talent such as models and star footballers, and distilled some valuable advice for managers. The round table on new European regulations on sustainability and the CSRD (Corporate Sustainability Reporting Directive) saw a number of experts stress the need for inter-company collaboration to meet new environmental obligations.

Hawaiian big-wave surfing legend Shane Dorian graced the first day with his presence. In front of a full house, he spoke personally about his career. In particular, he talked about the resilience and mental preparation needed to surf in extreme conditions, and the balance between his desire to be present on the most beautiful waves on the planet and his life as a family man.

FROM SOCIOLOGY TO MARKETING

The 'Sociology of surfing and marketing' round table explored the fundamental values of surfing, such as freedom and passion, underlining the fact that the profile of surfers remains difficult to define sociologically. Jean-Sébastien Estienne (Rip Curl) highlighted the importance of data, such as GPS watches, in understanding surfer behaviour. Laura Grenon (Oxbow) explained how "CSR is too important to be a marketing strategy. It's a necessity, and a conviction".

INNOVATIONS AND CHALLENGES

Frédéric Tain, an expert on the sports market, stressed the need for companies in the Action Sport sector to adapt their business models to meet the challenges of the future and the expectations of their customers: "The business model based on sales alone is no longer sufficient. We need to add rental, repair, second-hand, testing... We need to rethink the whole idea of service-based commerce". On the subject of influencer marketing, Ludovic Pouilly, marketing expert (ex Heineken, Coca-Cola and Nike) highlighted the importance of influencer collaborations based on authenticity, listening and sincerity, with examples of collaborations with French actor Omar Sy for Netflix show Lupin and French young star Inoxtag, among others.

At the same time, the Surfing Lounge brought together 18 exhibitors who presented 24 innovations, including those from the finalists of EuroSIMA's call for innovation projects, won by Soörüz thanks to its neoprene reuse project. These innovations illustrate how our industry is reinventing equipment while making a commitment to sustainability.

Finally, Nicolas Dazet, a member of EuroSIMA's Board of Directors, presented the Line Up Festival, which will take place from 30 May to 22 June 2025. In partnership with EuroSIMA, it will celebrate surfing culture from Hossegor to Capbreton, with exhibitions, concerts, conferences, equipment tests, awareness-raising sessions, masterclasses, etc.

For 2 days, the EuroSIMA Surf Summit once again celebrated surfing culture and the industry through networking opportunities, where participants were able to discuss shared values of freedom, passion and authenticity, essential pillars for building strong and influential brands in board sports.

We look forward to next year's edition.

[Full summary of the 2024 EuroSIMA Surf Summit](#)

RESOURCES AND FURTHER INFORMATION :

[All photos of the event](#)

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About EuroSIMA

EuroSIMA, at the heart of the European board sports industry

Created in 1999, EuroSIMA is the European association of "Action Sports" manufacturers. Its aim is to unite Action Sports companies and promote their authenticity. The non-profit association represents the interests of the industry in a neutral and fair manner, guiding it towards innovation and supporting its economic development. It helps companies to enhance their skills and optimise their human resources. EuroSIMA has 200 members representing 4,000 employees and a turnover of 2.1 billion euros.

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