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SURF SUMMIT

BELAMBRA CLUBS, SEIGNOSSE - FRANCE - SEPTEMBER 26 & 27





JEAN-LOUIS
RODRIGUES
EUROSIMA PRESIDENT

WELCOME TO THIS NEW EDITION

Dear EuroSIMA family members,

The entire EuroSIMA team and I are delighted to welcome you to this new edition of the EuroSIMA Surf Summit, an essential gathering for all those passionate about the action sports industry.

This year, our event takes on special significance, addressing key topics that are at the heart of our sector's current challenges. We will explore strategic themes such as artificial intelligence, corporate social responsibility, marketing, sustainable innovation, and the evolution of management practices to meet the economic and environmental challenges facing our industry.

We are excited to offer inspiring conferences and round tables, practical workshops, and unique opportunities for networking. Among the highlights, the return of our Surfing Lounge, celebrating its 10th edition this year, will bring together over 20 exhibitors showcasing innovative products and services from across our sector.

I would like to extend my heartfelt thanks to our partners: the Nouvelle-Aquitaine Region, the Department of Landes, MACS, the cities of Seignosse and Hossegor, Mutuelle PréviFrance, the CCI of Landes, Sport-Guide, Boardsport SOURCE, Carlsbreak, Cafés Richard, and Ocean52, for their invaluable support in organizing this 23rd edition of the EuroSIMA Surf Summit.

Together, we continue to build an ambitious future for our Action Sports sector. I wish you all a EuroSIMA Surf Summit 2024 filled with enriching exchanges and discoveries!



LA NOUVELLE-AQUITAINE

1^{ÈRE} RÉGION

Surf

1^{ère} *destination surf* d'Europe,
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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.
26

EVENT PROGRAM

8.30 AM / OPENING

9.30 AM / SURF SUMMIT 2024 INAUGURATION

JEAN-LOUIS RODRIGUES, EUROSIMA PRESIDENT

10.00 AM / MANAGING STARS, TALENTS AND ENTHUSIASTS: DEALING WITH THE UNMANAGEABLE

CHRISTOPHE CHENUT, PRESIDENT OF CHRISTOPHE CHENUT CONSEIL, FORMER GENERAL MANAGER OF L'ÉQUIPE, LACOSTE, DIRECTING, RAPP COLLINS, DDB, FAST RETAILING, FORMER CEO OF ÉLITE WORLD, CO-CREATOR OF L'OPINION AND FORMER PRESIDENT OF STADE REIMS

COFFEE BREAK CAFÉS RICHARD

11.30 AM / A CONVERSATION WITH SHANE DORIAN

SHANE DORIAN, BIG WAVE-RIDER. MODERATOR: DAVE MAILMAN

LUNCH BREAK

2.00 PM / EUROPEAN REGULATIONS AND CSRD: UNDERSTANDING AND ADAPTING

STÉPHANE POPESCU, CO-FOUNDER AND MANAGING DIRECTOR OF COSE361 / SUSTAINABLE FASHION CATALYST

AUDE PENOUTY, FOUNDER & R&D DIRECTOR OF ENTADA TEXTILE, SUSTAINABLE SOURCING & DESIGN CONSULTING

PÉTRONILLE RICARD, CSR DIRECTOR AT CELIO

AMAURY SALETTE, CO-FOUNDER OF KIOSK

3.00 PM / EUROPEAN SPORTS MARKET: 2023 REVIEW AND OUTLOOK

FRÉDÉRIC TAIN, JOURNALIST, LECTURER AND DIRECTOR OF SPORT-GUIDE.COM

COFFEE BREAK CAFÉS RICHARD

4.15 PM / SURFING AND SURFERS: FROM SOCIOLOGY TO MARKETING

ANNE-SOPHIE SAYEUX, TEACHER - RESEARCHER IN ANTHROPOLOGY, AT THE INSTITUT DES SCIENCES DU SPORT SANTÉ DE PARIS AND THE UCA

LAURA GRENON, MARKETING DIRECTOR, OXBOW

CHRISTOPHE GUIBERT, PROFESSOR OF SOCIOLOGY AT THE UNIVERSITY OF ANGERS AND MEMBER OF THE ESO LABORATORY

JEAN-SÉBASTIEN ESTIENNE, MARKETING MANAGER, RIP CURL EUROPE

19h00 / OFFICIAL EUROSIMA SURF SUMMIT COCKTAIL

OFFICIAL PARTY & WINNER OF EUROSIMA CALL FOR INNOVATION PROJECTS 2024
AT THE «70 HECTARES & OCÉAN» HOTEL IN SEIGNOSSE



SEPT.
27

PROGRAM

8.00 AM / OPENING

7.30 AM / SURF SESSION

SURF SESSION AVEC L'HOSSEGOR SURF CLUB, [REGISTRATION REQUIRED]

8.30 AM / MASTERSHOW WORKSHOP: SURFING THE WAVE OF ANXIETY

MATHILDE DEPAULIS, PSYCHOLOGIST AND PSYCHOTHERAPIST IN COGNITIVE BEHAVIORAL AND EMOTIONAL THERAPIES [REGISTRATION REQUIRED]

COFFEE BREAK CAFÉS RICHARD

10.00 AM / SURFING PROFESSIONS IN THE AGE OF GENERATIVE AI

CYRIL DE SOUSA CARDOSO, CEO OF POLARIA, EXPERT IN CONVERSATIONAL AND GENERATIVE AI AND FOUNDING PRESIDENT OF THE INNOVATION COMMANDO MOVEMENT

11.00 AM / INNOVATE, NOT JUST INNOVATE!

BERTRAND BARRÉ, CEO ZEBRA GROUP

LUNCH BREAK

1.30 PM / AGENDA EUROSIMA & CO

NICOLAS DAZET, GENERAL MANAGER FRANCE / PARTNER AT OCEAN52 - DAZ-HUB
FOUNDER
FRÉDÉRIC TAIN, JOURNALIST, LECTURER AND DIRECTOR OF SPORT-GUIDE.COM

2.00 PM / TECH FOR GOOD AND CIRCULAR ECONOMY: PAVING THE WAY FOR CHANGE!

JEAN MOREAU, CO-FOUNDER AND CEO OF PHENIX

3.00 PM / COLLABORATION AND INFLUENCE FOR BRAND IMPACT

LUDOVIC POUILLY, FOUNDER OF FELLAS COLLECTIVE, EXECUTIVE CONSULTANT AT AUDITOIRE, FORMER MARKETING DIRECTOR AT COCA-COLA & NIKE AND VOLUNTEER CONTRIBUTOR TO THE NGO KLABU

CARLSBERG CLOSING PARTY

BELAMBRA CLUB LES ESTAGNOTS À SEIGNOSSE

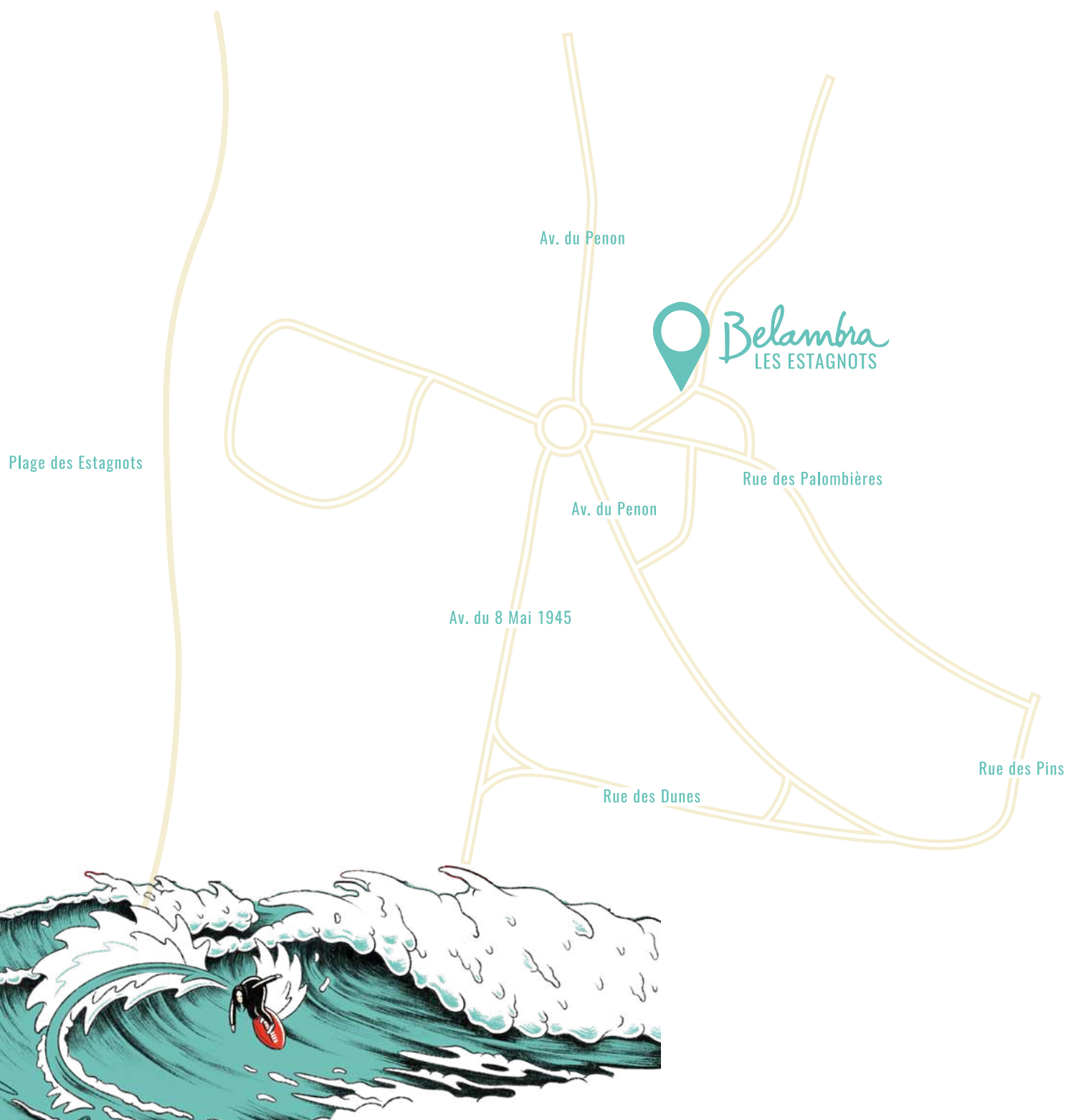


RENDEZ-VOUS AT BELAMBRA CLUB LES ESTAGNOTS



SEIGNOSSE,
FRANCE

Belambra



Sept. 26&27
Belambra Club, Seignosse



INNOVATIVE SURF PRODUCTS EXHIBIT



SEPT.
26 10.00 AM /

MANAGING STARS, TALENTS AND ENTHUSIASTS: DEALING WITH THE UNMANAGEABLE



CHRISTOPHE CHENUT, PRESIDENT OF CHRISTOPHE CHENUT CONSEIL, FORMER GENERAL MANAGER OF L'ÉQUIPE, LACOSTE, DIRECTING, RAPP COLLINS, DDB, FAST RETAILING, FORMER CEO OF ÉLITE WORLD, CO-CREATOR OF L'OPINION AND FORMER PRESIDENT OF STADE REIMS

CHRISTOPHE CHENUT

Christophe Chenut graduated from Université Paris-Dauphine in 1984 and holds an MBA from HEC (1986). He began his career as the editor of Création magazine (Groupe Stratégies) before founding the Directing agency in 1987, which he sold to the DDB Group in 1993. He became President of Rapp Collins Europe, then Managing Director of DDB France in 2000, and joined the L'Équipe group as Managing Director in 2003.

Simultaneously, he chaired Stade de Reims (1996-2004), leading the club from CFA2 to Ligue 2. In 2008, he became Managing Director of the Lacoste group, which he left in 2013 to co-found L'Opinion with Nicolas Beytout.

In 2016, after a stint at Fast Retailing (Uniqlo, Comptoir des Cotonniers, Princesse tam tam) and heading Elite World, he focused on his consulting, entrepreneurship, and investment activities through his company, Christophe Chenut Conseil SAS. He has notably invested in Ines de La Fressange, LAPSA, and Soccerroof and serves as Chairman of the Supervisory Board of Hopscotch Group while also being a board member of SMCP (Sandro, Maje, Claudie Pierlot).

In football, he has been a board member of PSG (2009-2011), Evian Thonon Gaillard FC (until 2015), Stade Rennais FC (2017-2020), and LOSC Lille (since 2021).

In 2018, he authored the book Ingérables (How to Manage Talents in Business), and since March 2020, he has served as President of Dauphine Alumni, the alumni association of Université Paris-Dauphine.

THE CONFERENCE

"All my professional life I've managed super talents, stars, more famous, rich and important than the boss I was (footballers, models, designers, creatives, journalists). What lessons can you draw from this, through real-life experiences and anecdotes, for managing today's talents, those of genZ and the others who make up the wealth and success of your companies in a professional field where you need to combine passion and performance."



MANAGEMENT OF STARS, TALENTS AND ENTHUSIASTS



EUROPEAN SURF INDUSTRY
MEMBERS ASSOCIATION

SEPT.
26 11.30 AM /



A CONVERSATION WITH SHANE DORIAN

MODERATOR: DAVE MAILMAN



SHANE DORIAN, BIG WAVE-RIDER

SHANE DORIAN

Shane DORIAN is a legendary big-wave rider, renowned for his iconic career in big-wave surfing. Originally from Hawaii, Shane made his mark on the surfing world in the 90s on the pro circuit, before specializing in big wave surfing. He is most famous for his performances at Jaws, Pe'ahi, on colossal swells, and for winning the Billabong XXL Global Big Wave Award. Let's not forget that he's also one of the members of the famous Momentum Generation, emblematic of our culture's best international riders since the 90s.

Shane is also coach of the Hawaii national team, but was also coach of the US Olympic team at the Paris 2024 Olympics, underlining his willingness to share his expertise with new generations and the best surfers on our international scene. Very close to his son Jackson, who has a promising career ahead of him, Shane embodies both the rigor of the competitor and the humility of the father and mentor.

THE CONVERSATION

Join us for a captivating conversation with Shane DORIAN, living legend of wholesale surfing, hosted by Dave MAILMAN. Together, they'll look back at the highlights of Shane's career: from the monstrous waves of Jaws to his role as coach of the Hawaii team. This discussion will cover his greatest challenges, his mental approach to challenges, and his role as mentor to his son Jackson, a future talent in our sport. Shane will also share his perspectives on the future of surfing and new generations.

The discussion will of course be moderated by Dave MAILMAN!



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SEPT.
26 2.00 PM /



EUROPEAN REGULATIONS AND CSRD: UNDERSTANDING AND ADAPTING

THE ROUND TABLE



Against a backdrop of tightening European regulations, particularly with regard to the environment, it is imperative for boardsports companies to prepare to integrate new sustainable development standards. The recently adopted *Corporate Sustainability Reporting Directive* (CSRD) imposes increased transparency requirements in terms of sustainability and corporate social responsibility. In addition to eligible companies, the CSRD will also impact brands and their value chains.

This round table aims to demystify current European regulations, focus on CSRD to enable companies to understand this directive, the links between CSRD and B Corp certification... How to turn CSRD into an opportunity and set up your project? Whether you are an eligible company or indirectly concerned, whether you are already familiar with these standards or would like to know more about their impact, this conference will guide you through the challenges and opportunities they represent.



STÉPHANE POPESCU, CO-FOUNDER AND MANAGING DIRECTOR OF COSE361
/ SUSTAINABLE FASHION CATALYST

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. Because responsible fashion is a high-level sport:

- We take part at European and French level in the co-construction of fair and engaging rules of the game to face the challenges of our industry.
- We advise companies on how to build their CSR strategies so that they can play the best possible game on the market.
- We train and coach our customers' employees and partners to prepare them for the transition.
- We manage our customers' projects on a day-to-day basis in an operational and concrete manner, thanks to our experience in the field.

Let's move the fashion lines together!



SEPT.
26 2.00 PM /



EUROPEAN REGULATIONS AND CSRD: UNDERSTANDING AND ADAPTING



AUDE PENOUTY, FONDATRICE & DIRECTRICE R&D
AUDE ENTADA TEXTILE, SUSTAINABLE SOURCING &
DESIGN CONSULTING

AUDE PENOUTY

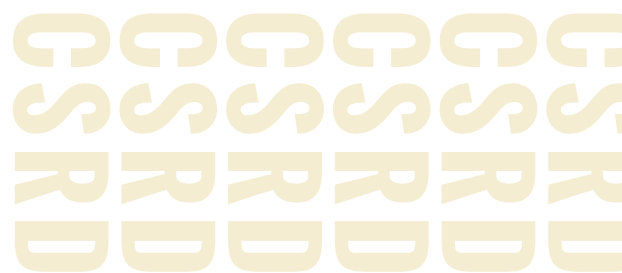
A consultant since 2014, my aim is to provide creative solutions in fashion: style and production. I can accompany the stages of DA, concept & trends, sourcing then prototyping and putting you in touch with production sites, (lingerie, swimwear, knitwear and sportswear, women's or men's) in Europe, Oceania and Southeast Asia. I only work on projects that respect the principles of sustainable development. From September 2024, I will be responsible for CSR projects at EUROsima, the European federation of the surf and water sports industry.

I have a particular attraction for research work, from a style & sociological point of view, I develop trend presentations, market intelligence and brand DNA analysis (stylistic, fashion) and the resulting design and sourcing proposals. Pooling these skills, I create editorial content in the form of Masterclasses, articles and conferences for the press, trade shows and schools.

Expatriation offered me the unique experience of adapting to new cultures and situations. It enabled me to become more intuitive, dynamic, cooperative and thus to evolve towards a service profile and «cultural linker». Finally, in 2022 I become Bleaders of Bcorp™ because their tools offer a systemic, synthetic and operational vision that appeals to everyone. And in 2023, I'm invited to be an observer on a UN | UNEP «Beyond 2020» project working on improving circularity and the impacts of chemicals on the textile, health and agri-food sectors.

At Entada we work:

- Design + Sustainable Sourcing + Eco Conception (sourcing strategy and actions)
- Accompanying Bcorp since I am Bleader of the Bcorp™ label.
- Facilitation of circular economy fresco animation
- Contents Editorial: conferences, masterclasses, fashion school teaching (ESMOD, OSV, SALON DE LA LINGERIE INTERFILIÈRE, Eurosima, Première Vision, Ispo)
- Content for B to C or B to B print media: The good goods, Le journal du luxe (Sustainable special edition), ISPO, Interfilière Paris.



SEPT.
26 2.00 PM /



EUROPEAN REGULATIONS AND CSRD: UNDERSTANDING AND ADAPTING



PÉTRONILLE RICARD, CSR DIRECTOR AT CELIO

PÉTRONILLE RICARD

A graduate of ESSEC and Kedge Business School, Pétronille Ricard has devoted most of her career to international purchasing in the fashion industry. She also trained in sustainable development at the École Centrale de Paris and launched an eco-responsible marketplace. Pétronille Ricard also played a key role in developing and implementing the Etam Group's CSR strategy. Drawing on her diverse experience, she is now CSR Director at Celio & Camaieu.



AMAURY SALETTE, CO-FOUNDER OF KIOSK

AMAURY SALETTE

After a career in financial auditing at PwC and sales management positions in 3 startups, Amaury became interested in the field of impact and CSR. He started out as an independent consultant, then faced with the problems of collecting ESG data for his clients, he decided to co-found Kiosk with Léa CAEN to help companies achieve CSRD compliance. Kiosk is a complete, 100% CSRD solution, from data collection to audit facilitation and automatic report production.



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SEPT.
26 3.00 PM /

EUROPEAN SPORTS MARKET: 2023 REVIEW AND OUTLOOK



FRÉDÉRIC TAIN, JOURNALIST, LECTURER AND DIRECTOR OF
SPORT-GUIDE.COM

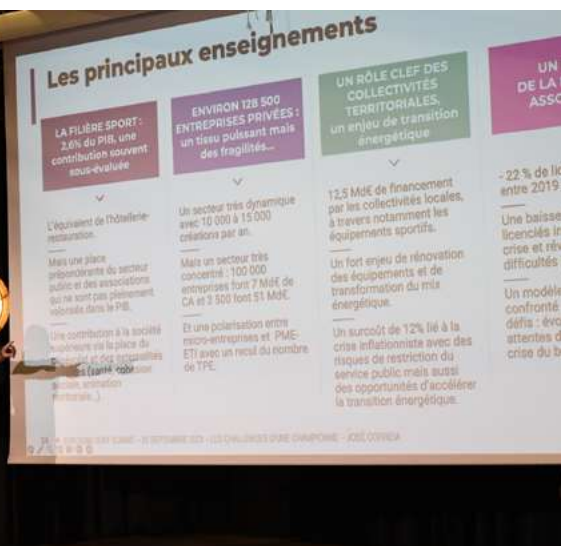
FRÉDÉRIC TAIN

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 point of reference 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.

At the same time, Frédéric Tain is the founder of the International Sports Tourism Congress benchmark event that brings together tourism and sports professionals every year. The congress provides a platform for analyzing emerging trends, such as responsible tourism and new forms of consumer engagement, while facilitating international collaborations to enhance the economic and media impact of sports and tourism activities.

THE CONFERENCE

Frédéric Tain's annual Surf Summit conference is a must for all our members. This year, Frédéric will offer an in-depth analysis of the European sports market figures for 2023, providing a comprehensive review of the past year. Drawing on the most recent data, he will highlight consumer dynamics, the performance of the various segments, and the major trends to bear in mind. His talk will also address the outlook for 2024, identifying the challenges and opportunities ahead to enable companies to better anticipate and adjust their strategies.



THE 2024 SPORTS MARKET

SEPT.
26 4.15 PM /



SURFING AND SURFERS: FROM SOCIOLOGY TO MARKETING

THE ROUND TABLE



In a world where surfing is at once a sport, a culture and a lifestyle, this round table explores the multiple facets of this practice and their implications for our brands. Moderated by Anne-Sophie Sayeux, an anthropologist specializing in surf culture, and Christophe Guibert, a sports sociologist, the discussion will begin with an analysis of the myths and identities of today's surfing communities. What are the profiles of surfers? What are their cultural codes? What are their expectations, their behavior on the water and their purchasing habits?

Then, marketing directors from several of our brands, including Laura Grenon, Marketing Director for Oxbow, and Jean-Sébastien Estienne, Marketing Director for Rip Curl Europe, will share their strategies for catering to these diverse surfer profiles. What are the challenges of good targeting, and how do you go about it? How can we create an adapted and differentiating storytelling? How to capture the attention of a constantly evolving community?

This roundtable will offer a unique perspective, blending sociology and marketing, on how to understand and engage an audience as passionate as it is diverse.



ANNE-SOPHIE SAYEUX, TEACHER - RESEARCHER IN ANTHROPOLOGY, AT THE INSTITUT DES SCIENCES DU SPORT SANTÉ DE PARIS AND THE UCA

ANNE-SOPHIE SAYEUX

Anne-Sophie Sayeux is a teacher-researcher in anthropology at the Institut des Sciences du Sport Santé de Paris (I3SP - Université Paris Cité) and the UCA (Université Clermont Auvergne). A social and cultural anthropologist, Anne-Sophie Sayeux is involved in research into the body, sensations and nature. Beginning her studies of surfing in the Basque Country in the late 1990s, she laid the foundations for what might constitute a surfing identity and culture. In recent years, her work has focused on handi-surfing (with the Association Nationale Handi Surf), with a view to questioning notions of well-being experienced through the body, and more broadly of overall health, particularly in eco-therapies, and blue spaces more specifically.

She coordinates the CORTO program - Corps et Thérapeutiques Océaniques - in partnership with AP-HP Hôpital Marin d'Hendaye (This work has received support under the program « Investissement d'Avenir » launched by the French Government and implemented by ANR, with the reference « ANR-18-IdEx-0001 » as part of its program « Emergence »). Between 2003 and 2006, she worked in the corporate world as part of her thesis under a CIFFRE agreement with Décathlon International at Water Sport Hendaye - Tribord Glisse (Olaian).

Inscribed in an anthropology of the near, her various past, present and future fields, such as surfing, street arts, electronic music and disability, enable her to explore the different ways in which we feel the world, and the many ways in which we cobble together identities that lead to a certain well-being.



SEPT.
26 4.15 PM /



SURFING AND SURFERS: FROM SOCIOLOGY TO MARKETING



CHRISTOPHE GUIBERT, PROFESSOR OF SOCIOLOGY AT THE UNIVERSITY OF ANGERS AND MEMBER OF THE ESO LABORATORY

CHRISTOPHE GUIBERT

Christophe Guibert is professor of sociology at the University of Angers (INNTO ESTHUA - Institut National de Tourisme | Université d'Angers) and a member of the ESO laboratory (UMR CNRS 6590), where he is deputy unit director. Since the early 2000s, he has been examining surfing as a «total social fact» to analyze public policy, employment, social uses and gender, in a variety of international contexts and socio-cultural configurations. He has carried out research in France, Morocco, China, Spain and elsewhere.

He has published numerous scientific articles on these research topics, followed by books (L'univers du surf et stratégies politiques en Aquitaine, L'Harmattan, 2006; Emplois sportifs et saisonnalités. L'économie des activités nautiques : enjeux de cohésion sociale, L'Harmattan, 2011; Les « sports de nature ». Une catégorie de l'action politique en question, Edition du Croquant, 2017; Les mondes du surf. Transformations historiques, trajectoires sociales, bifurcations technologiques, (ed.) MSHA, 2020.).

He is currently leading a research program on the mechanisms of coastal residentialization in relation to sports leisure. Lastly, he coordinates a delocalized campus of the University of Angers in Les Sables d'Olonne in the Vendée region, offering Bachelor's and Master's courses in coastal tourism. The «Surf and Cultures» meetings have been held there every winter for several years.

SOCIOLOGY AND MAR- KETING



SEPT.
26 4.15 PM /



SURFING AND SURFERS: FROM SOCIOLOGY TO MARKETING



L AURA GRENON, MARKETING DIRECTOR, OXBOW

LAURA GRENON

Passionate about Marketing and Communications since her earliest studies, Laura Grenon joined Oxbow in 2016, after starting her career in communications agencies and at Veepee. On her return from a 2-year stay in Australia, Laura settled in Bordeaux and joined Oxbow, to take charge of the brand's communications as well as photo shoots. This 4+ year experience has enabled her to travel extensively and, above all, to gain a deeper understanding of the brand and its operations.

When the company was acquired in 2020, Laura moved into the position of Marketing Director, developing the new marketing strategy and implementing the brand's repositioning. Repositioning towards sports action, CSR issues, reorienting products and communication towards women, developing the brand's export business, extending physical retailing... the projects are numerous and exciting.



J EAN-SÉBASTIEN ESTIENNE, MARKETING MANAGER,
RIP CURL EUROPE

JEAN-SÉBASTIEN ESTIENNE

Jean-Sébastien Estienne has been working in the surfing and marketing sector for over 20 years. A former professional surfer, he was French and European junior champion, which enabled him to develop a solid understanding of the industry. For over 12 years, he has worked at Rip Curl, where he is Marketing Manager for Europe. He has managed a variety of projects, from strategic partnerships to event organization and the development of global marketing campaigns.

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SEPT.
26 7.00 PM /

OFFICIAL EUROSIMA SURF SUMMIT EVENING EVENT & COCKTAIL DINNER

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— LET'S GO — SURFING TOGETHER!

SEPT.27 - 8.00 AM
DURING THE EUROSIMA SURF SUMMIT
WITH THE HOSSEGOR SURF CLUB



Eurc/SIMA

SEPT.
27 8.30 AM /

MASTERSHOW WORKSHOP: SURFING THE WAVE OF ANXIETY



MATHILDE DEPAULIS, PSYCHOLOGIST AND PSYCHOTHERAPIST IN COGNITIVE BEHAVIORAL AND EMOTIONAL THERAPIES

MATHILDE DEPAULIS

I've been in private practice for 10 years, helping executives and managers manage their emotions. Repeated burn outs, relationship problems, lack of self-confidence, difficulties in public speaking, stress... emotions are omnipresent in the working world. I've been helping professionals develop their emotional intelligence for many years.

Working with a psychologist is a difficult process, requiring courage and time. Added to this is the difficulty of finding a therapist who will make you feel comfortable enough to talk without taboos. Many studies show that the effectiveness of therapy lies mainly in the therapeutic relationship, so it seems obvious and important to me to be able to introduce you to who I am.

I'm in favor of an integrative approach, which means that I don't want to limit myself to a single tool that I can apply to each of my patients, but to have a toolbox that I can fill as I train, discover and read. All this is in perpetual motion and cannot be frozen.

THE WORKSHOP

The aim is to learn how to transform anxiety into a performance driver. Through metaphors and practical exercises, the aim is to discover how fear, stress and anxiety work, so you can manage them better. The aim is to learn how to ride the wave, or at least glide over it. The idea is for them to leave with concrete tools for «mastering» their emotions in personal situations as well as in their sporting activities (whether surfing or not), but also in stressful professional situations.

Registration required, limited to 50 people.



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XIETY &
UNDERS-
TANDING
EMO-
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SEPT.
27 10.00 AM /

SURFING PROFESSIONS IN THE AGE OF GENERATIVE AI



CYRIL DE SOUSA CARDOSO, CEO OF POLARIA, EXPERT IN CONVERSATIONAL AND GENERATIVE AI AND FOUNDING PRESIDENT OF THE INNOVATION COMMANDO MOVEMENT

CYRIL DE SOUSA CARDOSO

Cyril de Sousa Cardoso is CEO of Polaria, an expert in conversational and generative AI, and president and founder of the Innovation Commando movement. Polaria aims to transform AI technologies into concrete solutions for organizations, placing people at the heart of these transformations. The company supports a variety of entities, from large corporations to local authorities, in knowledge management, process improvement and optimizing organizational efficiency using advanced AI tools.

He is also an essayist and lecturer on creativity, innovation and new technologies.

A teacher at various schools and universities, he is also the co-author of the books *L'art de l'innovation* (éditions Eyrolles, 2017), *Innover comme Elon Musk* (éditions Odile Jacob, 2019), *121 outils pour développer le collaboratif* (éditions Eyrolles, 2019), *Data Power - Comprenez et exploitez la valeur de la donnée* (éditions Eyrolles, 2020), *Manager Sapiens* (De Boeck Supérieur, 2021), *Elon Musk - Les secrets d'une réussite insolente* (Mardaga, 2022) and *Le Guide l'IA générative* (De Boeck Supérieur, 2023).

THE CONFERENCE

Artificial intelligence was the word of the year in 2023, and could yet be the word of the year in 2024.

But what lies behind what some consider to be the greatest technological wave of our lifetime? How do generative AIs work? How can we understand their potential and risks, while deconstructing preconceived ideas? How can sports and surfing professionals seize the opportunity to improve performance and productivity, and reinvent our organizations and practices?

These are the questions that AI expert Cyril de Sousa Cardoso, CEO of Polaria, will attempt to answer, to bring surfing into the age of AI.



L'INTEL-
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SEPT.
27 11.00 AM /

INNOVATE, NOT JUST INNOVATE!



BERTRAND BARRÉ, DESIGNER & CEO ZEBRA GROUP

BERTRAND BARRÉ

After beginning his career as a top-level basketball athlete and training in marketing and communications, Bertrand BARRÉ founded his first product design agency in 1986 at the age of 22 (winner of the Jacques Douce association). Today, Bertrand BARRÉ is one of France's leaders in his field, and works all over the world.

Several activities have since been added to GROUPE ZEBRA's offering, dedicated to offer and brand performance through innovation and design. Boosted by its expertise in the various disciplines involved in building the offer: (strategic marketing, branding, product design, packaging, usage studies, AI x digital, retail design) and with some fifty employees and an international network of experts.

In 28 years, the Group has worked with over 1,000 customers and helped develop more than 8,000 products and services sold worldwide.

From Signal suction-cup toothbrushes, to Rafa NADAL's tennis racket, to the creation of ASF 4.0, the world's most modern sports shoe manufacturing plant... His innovations are in every one of us.

Just innovate, not just innovate!

In 2001, he theorized his creative experiences in a first book, VISION OBLIQUE (Editions LPM), dedicated to the creative approach to design. In 2009, he published a Que sais-je? on innovative packaging (Éditions PUF).

In early 2024, he published a new book on innovative offer and brand management through the Oblique Vision process: ALL YOU NEED IS L.O.V.E (Livethe Oblique Vision Experience), based on his 30 years of innovation practice.

THE CONFERENCE

- In saturated markets, how to innovate and create perceptible value.
- Sustainability is not a brand positioning, it's a generic duty.
- What use are trends to challenger players? Are they of any use?

A lot of beliefs that urgently need to be called into question in a world that has been profoundly transformed.

Bertrand Barré, founder of GROUPE ZEBRA, a leader in design and innovation for over 30 years, will share his thoughts on how to innovate effectively. With experience that has contributed to the development of over 8,000 products and services, from Signal toothbrushes to Rafa Nadal's tennis rackets, Bertrand invites us to explore how to create a relevant and sustainable offer by rethinking the fundamentals of design and marketing. He will draw on his theories of «Oblique Vision» and innovative brand management methods to help companies navigate an ever-changing environment.

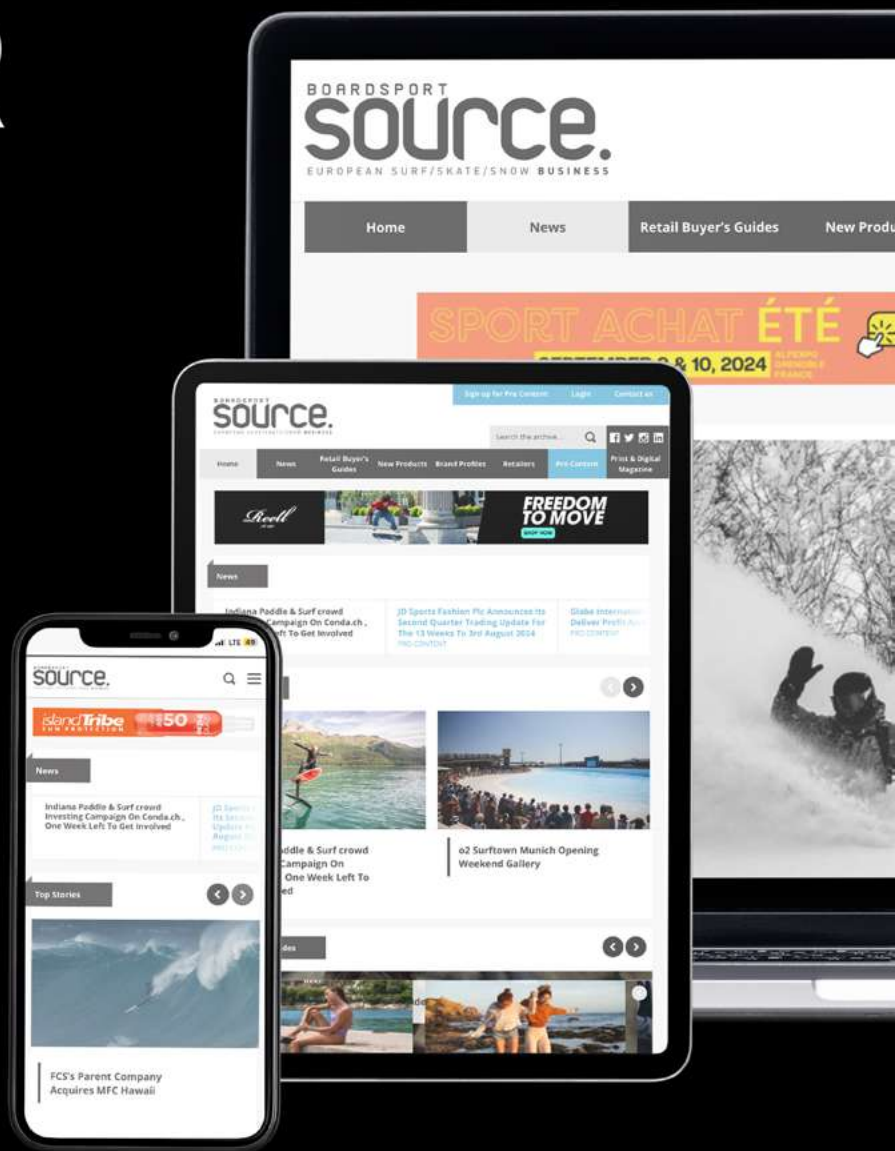


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SEPT.
27 1.30 PM /

EUROSIMA & CO AGENDA



NICOLAS DAZET, GENERAL MANAGER FRANCE & PARTNER AT OCEAN52 _
DAZ-HUB FOUNDER & HEAD MANAGER OF THE LINE UP FESTIVAL
& **FREDÉRIC TAIN**, JOURNALIST, LECTURER AND DIRECTOR OF SPORT-GUIDE.
COM

SPEAKING POINTS

After lunch, we invite you to discover the next must-attend events for the board sports industry. During this «EUROSIMA & CO AGENDA» session, we'll have the pleasure of listening to :

- **Nicolas Dazet**, who will present the Line Up Festival, a new event in partnership with EuroSIMA, celebrating the culture of surfing and our board sports through exhibitions, masterclasses, film screenings and more. This eagerly-awaited festival will be held from May 30 to June 22, 2025 in Hossegor, Seignosse and Capbreton, and promises to be a key event for our industry.
- **Frédéric Tain**, who will give us details of the International Sports Tourism Congress, also in partnership with EuroSIMA. This congress is a forum for discussion and reflection on the challenges and prospects of international sports tourism.

Don't miss these presentations, which will give you a glimpse of the events that will be thrilling our community in the months to come!



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SEPT.
27 2.00 PM /

TECH FOR GOOD AND CIRCULAR ECONOMY: PAVING THE WAY FOR CHANGE!



JEAN MOREAU, CO-FOUNDER AND CEO OF PHENIX

JEAN MOREAU

After 5 years in investment banking, Jean decided to give more meaning to his professional activity and put his skills at the service of a useful cause close to his heart.

That's how he co-founded PHENIX in March 2014, a pioneering start-up in waste reduction, whose business involves giving a second life to unsold food from supermarkets and industrial players, through several downstream channels: the consumer via an anti-waste app, donations to charities, and animal feed.

By connecting those who have too much and those who don't have enough, he and his team of 200 employees have set themselves a clear objective: to move towards #ZeroWaste and accelerate the transition to a more circular economy! They save nearly 80 million meals every year.

Jean is a serial entrepreneur, having also co-founded the NOUS antigaspi store network, a food retail chain with 35 outlets across France to date.

- Jean is also the outgoing co-Chairman of Mouvement Impact France and a director of the BCorp France network.
- Business Angel and Board Member of several start-ups, he also sits on several investment committees of impact funds.
- A graduate of ESSEC and Sciences-Po Paris (Masters in Public Affairs), Jean also holds a law degree.

THE CONFERENCE

Jean Moreau's conference, entitled «Technology for good and the circular economy: paving the way for change!», will explore how technology and committed businesses can transform the transition to a circular economy. As co-founder of PHENIX, a start-up pioneering the fight against food waste, Jean will show how solutions such as PHENIX's anti-gaspi app have saved nearly 80 million meals a year.

This technological revolution is part of a personal quest for meaning. After several years in investment banking, Jean questioned the real impact of his work. Aware that our professional activities must have a greater purpose, he reinvented his career path to serve the planet and society. By combining technology and waste reduction, he aims to create a more circular and responsible economy.

Jean will also share examples of successful collaborations with brands, demonstrating that Tech for Good is an essential lever for achieving a more sustainable society. This conference will inspire you to adopt concrete solutions to move towards zero waste and more responsible consumption.



DIGITAL &
ENVIRON-
MENTAL
IMPACT

SEPT.
27 3.00 PM /

COLLABORATION AND INFLUENCE FOR BRAND IMPACT



LUDOVIC POUILLY, FOUNDER OF FELLAS COLLECTIVE, EXECUTIVE CONSULTANT AT AUDITOIRE, FORMER MARKETING DIRECTOR AT COCA-COLA & NIKE AND VOLUNTEER CONTRIBUTOR TO THE NGO KLABU

LUDOVIC POUILLY

Ludovic Pouilly is a triathlete, trail runner, and padel player who combines his passion for sports and the outdoors with extensive experience in marketing strategies and brand activations.

He began his career at Heineken in 1998, where he created the Sponsorship, Entertainment & Sport Marketing department for Heineken France. He managed major partnerships, including those with the Heineken Cup, music, cinema, and the UEFA Champions League, before being appointed Marketing Director of the 2007 Rugby World Cup for Heineken Global.

In 2008, he joined Coca-Cola as Director of Consumer Passions, overseeing sports marketing, entertainment, and experience programs. He led and negotiated rights and activations for prestigious events and teams such as the French national soccer and tennis teams, PSG, the Tour de France, and the FIFA World Cup.

In 2015, he became the Global Brand Lead for UEFA Euro 2016, directing strategy and activation for the Coca-Cola, Fanta, Sprite, and Powerade brands worldwide.

In 2016, Ludovic joined Nike as Football Marketing Director for Northern Europe, managing strategic plans and activations for PSG, FFF, and orchestrating the 2018 World Cup celebration plan for the French team.

In 2021, he was appointed Influence and Catalyst Marketing Director for Northern Europe, overseeing collaborations between Nike and the culture sector, including partnerships with Jacquemus, Vuitton, and Dior.

After more than 25 years leading international brands, he founded his own studio, advising Adidas, Meta, Cisco, and others on their cultural strategies and international events.

THE CONFERENCE

In a World, increasingly defined by polarisation, co-operative partnerships that reach across the void have never been more pertinent, when they're done meaningfully. Those partnerships with influencers, catalysts of youth culture can be more than just hype. They are about merging expertise, creating innovation and making something unique. Let's deep dive into the key success factors and the relevant influence marketing model from identification, project management to story telling for successful Brand collabs. With over 25 years' experience working with international brands such as Heineken, Coca-Cola and Nike, and as a consultant to Adidas and other major global brands, Ludovic Pouilly will share his expertise through emblematic case studies, explain how to maximize the impact of collaborations, and outline best practices for authentically connecting brands to their audience.

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BRANDING & MARKETING STRATEGIES



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10 REASONS TO JOIN EUROSIMA

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- 3/ Purchase market studies or research
- 4/ Promote my innovative products and services
- 5/ Develop my business across new territories
- 6/ Get advice from seasoned business executives
- 7/ Set up my business in Nouvelle Aquitaine
- 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

