

...but rather in the power which drives the self... incident leads to another... awesome. A great deal of this... ing's careful preparation for... significance of a scene is only gr... for instance, one of these, E... even the nickname of his compan... Piggy! Piggy!

...ph danced out into the hot air of... ed as a fighter plane, with wing... line-jumped Piggy.

...ne passes, games give way to h... ing can only be talked about in ter... Jack describes his first kill, it take...

...out the pig's throat—

...e ruins, still sharing their identical g... on round each other. Then the rest joined... ying noises and shouting.

...e for his nob!

...re him a fourpenny one!

...en Maurice pretended to be the pig and ran ap... he centre, and the hunters, crouching still, pretende... um. As they danced, they sang.

...ll the pig. Cut her throat. Flank her in."

...dived in the sand at Piggy's feet and lay there laugh...

...ginned reluctantly, pleased despite himself at even... recognition.

...ing so you don't tell the others—"

...epled into the sand. The expression of pain and... returned to Piggy's face.

...into the forest. Ralph stood up and... and thir...

...empted abruptly by the square... great platforms of pink granite... through forest and terrace... raised jerry four feet high... a thin layer of soil and... today trees. There was... height and when... A form...

...where a thread of white... sitting on the very edge... the island as he worked... gaze settled on the top of... changed the unspoken note... "He's going to beat Wilfr... "What for?"

...Robert shook his head doubt... "I don't know. He didn't say... "He's been"—he a... "What for?"

...to this platform... decided that... he picked his way... looking down... night with... school of... to the sea... into the water... fluorescence of... entering fish flicked li... the bass str...



BELAMBRA CLUB
Les Estagnots
Seignosse, FRANCE
 SEPTEMBER, 25 & 26

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WELCOME TO THE EUROSIMA SURF SUMMIT 2025



Dear members of the EuroSIMA family,

On behalf of the entire EuroSIMA team, I am delighted to welcome you to the 24th edition of the EuroSIMA Surf Summit, the unmissable gathering of the European Action Sports industry.

This year, our event carries a special resonance around the theme “*Keep Riding the Change*”, reflecting our industry’s ability to turn instability into constructive energy. Four key themes will guide our discussions: brand models & identity, eco-thinking, communities & culture, and innovation & technologies.

On the agenda: *inspiring keynotes and conferences, strategic round tables*, as well as workshops and networking sessions to fuel your reflections and open new perspectives. Among the highlights, we are honored to welcome *Jérémy Florès* as our special guest for the opening keynote, along with some twenty high-level speakers sharing their visions and experiences.

I would like to *warmly thank our institutional and private partners for their loyal support, which makes this edition possible*: Région Nouvelle-Aquitaine, Département des Landes, MACS, the Cities of Seignosse and Hossegor, Mutuelle PréviFrance, CCI des Landes, Sport-Guide, Boardsport SOURCE, Carlsberg, Cafés Richard, and Ocean52.

Together, *let’s continue to build an ambitious and sustainable future for our Action Sports industry*. I wish you all an inspiring and enriching EuroSIMA Surf Summit 2025, full of sharing and discoveries.

Jean-Louis Rodrigues
*President, EuroSIMA
& the EuroSIMA team*



A photograph of a surfer in a striped shirt and colorful shorts riding a large, curling wave. The surfer is positioned in the center of the wave's barrel, with water splashing around him. In the background, a beach and some buildings are visible under a clear sky.

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Aquitaine**

Thursday 25th September

BELAMBRA CLUB DES ESTAGNOTS, SEIGNOSSE - FRANCE

8.30AM Opening

9.30AM EuroSIMA Surf Summit 2025 inauguration

Jean Louis RODRIGUES, EuroSIMA President

10.00AM Conf. N°1 - A champion's journey, a mentor's legacy

Jérémy FLORÈS, Coach of the French national surfing team, former WSL World Tour surfer & Olympic athlete

Coffee Break, Cafés Richard

11.30AM Conf. N°2 - Skateboard culture: the genesis

Morgan BOUVANT, Founder of ICON Entertainment, Event & Communications Expert

Benoît BERGER, Creative Director & founder of BUREAU BERGER

Lunch Break

2.00PM Conf. N°3 - Panorama 2025: Major sports events & sport & leisure consumption

Frédéric TAIN, Journalist, Speaker, and Director of sport-guide.com

Christophe LEPETIT, Director of Economic Studies – CDES Limoges, Director of the UEFA Master for International Players program

3.00PM Conf. N°4 - Branding Action Sports: the founding stone in a visually-led industry

Yorgo TLOUPAS, CEO Yorgo&Co, Founding Designer Blackcrows Skis, Design teacher

Coffee Break, Cafés Richard

4.15PM Keynote - Anticipating Tomorrow's Waves : From Foresight to Action

Olivier DESBIEY, Head of Foresight, AXA Group

4.30PM Table Ronde - 360 Impact

Ainhoa LEICAGA, High-level surfer, France team, member of Athletes for Science

Émilie LE GALL, Head of CSR & Sustainable Development – ARPP (French Advertising Regulatory Authority)

Justine BIROT, Director at the Institute for Sustainable Sport & co-author of the report Decarbonizing Sport at The Shift Project

Aude PENOUTY, Moderator & Head of Sustainable Development, EuroSIMA & USC NA

7.00PM Cocktail - Official Surf Summit Cocktail

70 Hectares & Ocean, Seignosse

All conferences are held in both English and French, with free headsets providing real-time translation for all participants.

Friday 26th September

BELAMBRA CLUB DES ESTAGNOTS, SEIGNOSSE - FRANCE

8.15AM Opening

8.30AM Workshop - Balance & resilience: well-being at the heart of performance

Laurence DESCAMPS, Founder, Ipesland – Sophrologist – HEC Executive Coach

Pauline ADO, Professional surfer, coach of the French national surfing team,

Olympian, and ambassador for the Surfrider Foundation and Handi Surf

Julie SONIER, Human Resources Director – Volcom Europe (Liberated Brands)

Vincent LARTIZIEN, Former professional surfer and windsurfer & Founder of Chanvres de l'Atlantique

Coffee Break, Cafés Richard

10.00AM Conf. N°5 - How to preserve human value in the age of A.I.?

Gregory POUY, Cultural Analyst, Entrepreneur, Author & Podcaster (Vlan! – Ping)

11.00AM Keynote - Introduction to the roundtable discussion

Jean Louis RODRIGUES, EuroSIMA President

11.15AM Round Table - The French Action Sports Market: Distribution, Retail & New Business Models

Cyril ARNAUD, Tamarindo Surf Shop, Île d'Oléron

Jean Christophe CHETAIL, Co-owner & General Manager, Oxbow

Philippe CAZEAUX, Retail Director Europe, Rip Curl Europe

Jean Louis RODRIGUES, EuroSIMA President

Frédéric TAIN, Moderator

Surf Session, with th Hossegor Surf Club, on registration

Lunch Break

1.45PM Keynote - 2025 EuroSIMA Call For Innovation Projects

Winner of EuroSIMA's 2025 Innovation Call for Projects

2.00PM Keynote - ISPO updates and new perspectives for the sports industry

Jean Charles MARCHIONNI, Director of StepUp Marketing, Representative, ISPO Information Center France

2.15PM Conf. N°6 - From signal to substance: Turning consumer trends into brand and business value turning consumer

Fredrik EKSTRÖM, Brand & PR Strategist & Founder, Above The Clouds

3.15PM Conf. N°7 - Content production: the French Touch around the world

Laurent PUJOL, **Michael DARRIGADE** & **Alexandre LESBATS**

4.30PM Cocktail - Closing of the EuroSIMA Surf Summit

All conferences are held in both English and French, with free headsets providing real-time translation for all participants.

Friday 26th September





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Belambra Club Les Estagnots
Seignosse, FRANCE*



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Jérémy FLORES

Coach of the French national surfing team, former WSL World Tour surfer & Olympic athlete

10.00AM Conf. N°1 - A CHAMPION'S JOURNEY, A MENTOR'S LEGACY

An iconic figure in French surfing, Jérémy Florès made history with victories on the world stage before making a remarkable transition into coaching as Head Coach of the French National Surf Team. In conversation with Dave Mailman, he will reflect on the milestones of his career: from Championship Tour triumphs to his strategic role at the Tahiti 2024 Olympic Games, and his achievements leading Team France.

The discussion will also address a subject close to his heart: mental health in elite sport, which he speaks about candidly in the documentary *Strong*. Jérémy will also discuss his film *Dos au Mur* (Canal+ Docs, 2025), produced by the Kardasik team, which retraces his career, his accident, and his brain surgery — a story of resilience and renewal.

An inspiring opening keynote, blending performance, human commitment, and the power of transmission.

Born on Réunion Island on April 27, 1988, Jérémy Florès discovered surfing at an early age, first on his home island and then through travels abroad. At 18, he qualified for the Championship Tour (CT) and became the most decorated French surfer of his generation, with two victories at the Pipeline Masters (2010, 2017), the Billabong Pro Tahiti (2015), and the Quiksilver Pro France (2019). He also won the ISA World Championship in 2009 and took team gold in 2017 and 2021.

At the Tokyo 2021 Olympic Games, he finished 9th in surfing's Olympic debut, before announcing his retirement that same year.

In 2023, he spoke publicly about mental health in sports, sharing his story in the documentary *Strong, aussi forts que fragiles* (Prime Video). Having undergone brain tumor surgery in 2022, he recounted that fight and the rebuilding process that followed.

Florès then made a successful transition to coaching. At Paris 2024 (Teahupo'o), as head coach of the French National Team, he guided Kauli Vaast to Olympic gold and Johanne Defay to bronze. In 2025, he

once again led Team France at the World Surfing Games (El Salvador), where the team achieved new podium finishes both individually and collectively, confirming his technical and human leadership.

His story takes a deeply personal turn with *Dos au Mur* (Canal+ Docs, 2025), a documentary that revisits his childhood, career, illness, and reinvention. A model of resilience and mentorship, Jérémy Florès embodies the transition from exceptional athlete to benchmark coach for the next generation.



Thursday 25th September



11.30AM Conf. N°2 - SKATEBOARD CULTURE: THE GENESIS

Millions of skaters, thousands of anecdotes, and a culture that has kept evolving since the 1970s. How do you tell the global history of skateboarding in a single book? That's the challenge taken on by Morgan Bouvant, Sébastien Carayol, and Benoît Berger with Skateboard Culture.

Across more than 500 pages, the three authors share the behind-the-scenes story of making the book—a project born from visions that were at times radically different, yet complementary. They explain the choices, adjustments, and compromises that shaped this work, which dives into a world where sport, art, music, and counterculture intertwine to leave a lasting imprint on our era.

This book is the starting point for a series of ongoing projects, in France and internationally, dedicated to celebrating skateboard culture in all its diversity.



**Benoît
BERGER**

Creative Director
& founder of
BUREAU BERGER

Passionate about typography and traditional printing, Benoît Berger is the founder and creative director of Bureau Berger, an independent studio at the crossroads of contemporary design and artisanal craftsmanship. After opening his first studio in 2009 and serving as art director at Tealer (2011–2013), he collaborated with major brands between 2013 and 2019, from McDonald's to Dom Pérignon.

In 2017, the acquisition of two traditional print shops marked a turning point: combining design with craft, he founded Bureau Berger. Since then, the studio has produced more than 60 books and supported prestigious houses such as Chêne (Hachette), Tiffany, Saint Laurent, and Moët & Chandon.

In 2024, he co-authored Skateboard Culture with Morgan Bouvant and Sébastien Carayol, a reference work acclaimed in France and soon to be published internationally. Winner of international awards (ADC, TDC, D&AD), Benoît Berger has established himself as a leading figure in visual identity and high-end publishing.



**Morgan
BOUVANT**

Founder of ICON
Entertainment, Event
& Communications
Expert

Morgan Bouvant is a key figure in skate culture and urban creative scenes. Passionate since the late 1970s, he has witnessed every generation of the discipline, from the Trocadéro in Paris to legendary skateparks, before managing the iconic Street Machine skate shop in Paris. This journey enabled him to build an international network and a unique expertise: connecting brands, cultures, and audiences.

In 2002, he founded ICON Entertainment, an agency that blurs the lines between sport, music, art, and lifestyle, collaborating with Hermès, Converse, Quiksilver, Red Bull, YSL, and Lacoste. He has produced landmark events such as Public Domaine (Gaîté Lyrique) and Skateboard Culture (2024), a reference book co-written with Sébastien Carayol.

Today, as Head of Culture at Pavillon Noir, he continues to develop projects where skateboarding, art, and music converge, turning this creative energy into a powerful driver of innovation and inspiration.



SEIGNOSSE

Seignosse est un village en plein développement, fier de sa culture et de ses traditions. C'est aussi **une commune forte de sa nature** préservée, de son massif forestier, de ses étangs et de sa façade océane.

Côté culture et loisirs, la commune propose de nombreuses activités : **animations culturelles et artistiques, fêtes locales, et bien évidemment la salle du Tube - Les Bourdaines, plus grande salle de spectacle du département**, qui accueille des artistes de renommée mondiale et autres spectacles vivants.

Côté sports, Seignosse est **l'un des lieux phares du surf national et international**, et est fière de **son golf classé parmi les plus beaux en Europe**. De nombreux équipements permettent aussi la pratique du skate, du BMX, de la pelote basque, du padel, du tennis, de la danse, des arts martiaux...

En adoptant Seignosse, vous choisissez une ville dynamique, désireuse d'aller de l'avant tout en préservant son cadre de vie !

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2.00PM Conf. N°3 - PANORAMA 2025: MAJOR SPORTS EVENTS & SPORT & LEISURE CONSUMPTION

One year after the Paris 2024 Olympic and Paralympic Games, what key insights can be drawn about sports and leisure consumption? Which dynamics are here to stay, and how do they pave the way toward the 2030 Winter Olympics and Paralympics?

This session combines two complementary perspectives: Frédéric Tain, journalist, speaker and director of sport-guide.com, an independent cross-channel media dedicated to market analysis and consumer trends; and Christophe Lepetit, Director of Economic Studies at CDES Limoges, a leading expert in sports economics and the territorial impact of major sporting events.

Together, they will explore how consumer behavior evolves around sports equipment and practices, how mega-events shape purchasing patterns, the economic and media impact on host regions, and the strategic opportunities for sports and action sports industries.

An exclusive overview to understand the interplay between consumption, economy, and major events – and to anticipate the challenges ahead.



**Frédéric
TAIN**

Journalist,
Speaker, and
Director of SPORT-
GUIDE.COM

Frédéric Tain is a journalist, speaker, and entrepreneur. Passionate about the evolution of consumer trends and their impact on non-food retail, he has been running sport-guide.com for 25 years, an independent media outlet recognized by professionals ranging from independent retailers to major international chains. Every day, his team critically analyzes business and marketing strategies, as well as companies' financial performance, while giving a voice to executives, emerging players, and project leaders.

In parallel, he founded the International Congress on Sports Tourism, a unique event in France that annually brings together professionals from the sports and tourism industries. This gathering relies on the experience of elected officials, grassroots actors, accommodation providers, restaurateurs, distributors, and event organizers. It serves as a key space for reflection on emerging trends and fosters synergies to strengthen the economic and media impact of sports and tourism in France.

**Christophe
LEPETIT**

Director of Economic
Studies – CDES
Limoges, Director of
the UEFA

Since 2010, Christophe Lepetit has been Director of Economic Studies at CDES Limoges, where he specializes in professional sports economics and the impact of major sporting events. He has coordinated numerous impact studies on clubs and competitions (Euro 2016, Ryder Cup 2018, Paris 2024, TOP 14 finals...), and regularly advises local authorities, federations, and European institutions on sport-driven territorial development.

Since 2021, he has also served as Director of the UEFA Master for International Players, a unique program designed to equip former international football players with the skills to transition into management and administration roles. A lecturer, conference speaker, and author of key publications (notably in JuriSPORT), he is also a frequent contributor to national and international media. With his dual academic and operational expertise, Christophe is a leading voice on the economic, social, and political dimensions of sport, and a trusted advisor on the legacy and future of major events.



Thursday 25th September






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Yorgo TLOUPAS

CEO Yorgo&Co, Designer Blackcrows Skis,
Design teacher



3.00PM Conf. N°4 - BRANDING ACTION SPORTS: THE FOUNDING STONE IN A VISUALLY-LED INDUSTRY

Yorgo Tloupas, design entrepreneur and creative director, has turned his life-long passion for skateboarding, surfing and competitive snowboarding into a decades-long career, creating visual identities, typefaces, objects and magazines in the action sports industry - and beyond.

From Rossignol to Louis Vuitton, from blackcrows skis to Cartier, he demonstrates how design can transform the destiny of a company. In a market where the consumer has a deep relationship with his tools: stepping on his board, holding his sail and wearing his wetsuit or protective gear - coherent branding and consistent visual languages make the difference.

Yorgo Tloupas, born in 1974, is an art director, graphic designer, and logotype expert. A first-generation skateboarder and snowboarder in Europe, he began his creative journey in the 1990s by redesigning the Rossignol Snowboards logo and product ranges, then went on to create the visual identity of the iconic Parisian skate shop Street Machine in 2001. Still deeply passionate about boardsports culture, he has been involved since the very beginning with the ski brand Blackcrows, where he is both shareholder and art director. The 2017/2018 Blackcrows collection was even added to the permanent design collection of the Musée des Arts Décoratifs in Paris, cementing his contribution to contemporary design in action sports.

Beyond this field, Yorgo has built an international career collaborating with luxury houses and prestigious brands such as Omega, Loro Piana, Ricard, Martell, Artcurial, Happy Socks, and Hôtel de Crillon. His work also extends to press and publishing: he has led the creative direction of magazines such as GQ France, The Good Life, Beaux-Arts, Libération, Vanity Fair France, and Les Inrockuptibles.

In 2001, he co-founded his own magazine in London with the creators of Dazed &

Confused: Intersection, blending art, design, and lifestyle. Today, his Paris-based studio Yorgo&Co, co-directed with Emmanuelle Beaudet, develops projects ranging from logos and global campaigns to books and digital content.

A lecturer at Penninghen, IFM, ECAL, and Sciences Po Paris, he regularly speaks at international conferences. His 2018 TEDx Talk on rebranding is a global reference. In 2025, he will serve as President of the Jury at the Board Culture Exposure festival in Biarritz.





Olivier DESBIEY

Head of Foresight, AXA Group

4.15PM Keynote - ANTICIPATING TOMORROW'S WAVES : FROM FORESIGHT TO ACTION

The world is undergoing profound transformations: climate pressures, shifting consumer expectations, technological disruptions, and increasingly evolving regulations are reshaping entire industries – and the action sports industry is no exception. These forces affect coastlines, materials, communities, and the playgrounds where we explore, ride, and innovate, creating new challenges but also unprecedented opportunities to build more sustainable models. Being sustainable means learning to anticipate tomorrow's shifts over the long term.

This keynote will introduce how adopting a foresight mindset helps us navigate uncertainty and prepare for these changes. Drawing from AXA's global perspective, it will highlight how future thinking can help us to anticipate risks, adapt with resilience, and create a positive impact – both for the environment and for people.

Olivier Desbiey has been Head of Foresight at AXA since 2020, overseeing the identification of emerging trends and weak signals to help the Group anticipate and innovate. He is a member of the Global Foresight Network at the World Economic Forum and is also involved with Collège numérique France 2030. His foresight work focuses especially on environment, socio-economic issues, and health.

"As a foresight practitioner, I'm navigating uncertainty with optimism—embracing the ever-shifting nature of "liquid life." With over 20 years of experience in rooted roles in data and technology, I remain captivated by the unpredictability inherent in exploring the future. My career has offered me the chance to conduct studies and shape digital transformation strategies across a range of organizations—public, private, and administrative."

AXA's Group Foresight Team proactively identifies emerging trends and signals that could shape the company's future direction. It conducts forward-looking analyses on a wide range of topics, including major social and economic changes, climate change,

technological advancements, and the future of healthcare, all through a sustainability lens. By collaborating with internal and external experts, the team ensures AXA is well-prepared to anticipate and address future challenge.



Thursday 25th September



4.30PM Round Table - 360 IMPACT

A round table dedicated to 360° impact, addressing its systemic dimension and feeding into strategic business reflections across value chains, events, and marketing.

Speakers will explore different types of impacts, including those already regulated or soon to be mandated. From carbon footprint to biodiversity protection in advertising and influence strategies, and the perspective of athletes who act as ambassadors of responsible surfing.

The discussion will cover decarbonization, best practices, and impact reduction challenges. It will also examine marketing, events, and sponsorship, which increasingly demand a shift in mindset across the industry. These impacts rely on scientific measurement and evidence. What are they? How can they be measured and understood?

Moderator: Aude Penouty, Head of Sustainable Development, EuroSIMA & USC NA



**Ainhoa
LEICAGA**

High-level surfer,
France team,
member of Athletes
for Science

Ainhoa Leicaga is a high-level surfer with the French National Collective, aiming for the senior team and the 2028 Olympics. While studying marine sciences, she also advocates for ocean preservation as an ambassador for Pure Ocean and a member of Athletes for Science.

"As an athlete, I aim to perform in harmony with nature."

**Émilie
LE GALL**

Head of CSR
& Sustainable
Development - ARPP



Head of CSR and Sustainability at ARPP since 2021, Émilie leads the ecological and social transition of the French advertising regulator.

A trained lawyer, she oversees carbon assessments, awareness initiatives, and non-financial reporting. As a member of C3D, she actively promotes responsible, sustainable advertising, balancing consumer protection with creative freedom.

**Justine
BIROT**

Director at the Institute for Sustainable
Sport & co-author of the report
Decarbonizing Sport at The Shift Project



Director of the Sustainable Sport Institute, Justine Birot works to integrate ecological transition at the heart of sport. After several years in sports event management, she now supports clubs, federations, and institutions through training and capacity-building. As co-lead of the Decarbonizing Sport report within the think tank The Shift Project, she is committed to raising awareness and driving long-term change in sports practices in response to climate and environmental challenges.



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EuroSIMA Surf Summit official evening event & cocktail reception

Thursday, September 25, starting at 7:00 p.m.



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8.30AM *Workshop* - BALANCE & RESILIENCE: WELL-BEING AT THE HEART OF PERFORMANCE

Three inspiring guests – an athlete, a business leader, and an HR director – will join Laurence Descamps to explore strategies for balancing professional and personal life. This round table will highlight the keys to building resilience in the face of setbacks and change, while embedding prevention at the heart of a collaborative and sustainable culture.

Designed as an interactive workshop, this session will be limited to 50 participants and open only by registration. With direct exchanges between speakers and the audience, it offers a unique opportunity to reflect, ask questions, and leave with practical tools to align well-being with sustainable performance.



Laurence DESCAMPS

Founder, Ipesland – Sophrologist – HEC Executive Coach

HEC Executive Coach, sophrologist, and tech entrepreneur, Laurence Descamps guides leaders and individuals toward lasting head-heart-body balance. She is the founder of Ipesland, a pioneering start-up in VR stress management, where she developed unique expertise in mental health and burnout prevention. Passionate about innovation serving people, she combines neuroscience, cognitive-behavioral techniques, and mindfulness practices in her coaching.

“I help leaders and entrepreneurs unlock their full potential by cultivating balance and clarity.”

Based in Biarritz, she divides her time between corporate missions and individual coaching, always driven by one goal: aligning well-being and sustainable performance to foster profound transformation. Her approach blends scientific rigor with human sensitivity, helping organizations strengthen resilience and enabling individuals to find a renewed sense of balance.



Julie SONIER

Human Resources
Director – Liberated
Brands, Volcom Europe

As HR Director at Volcom Europe for nearly 20 years, Julie Sonier supports the brand's international growth while fostering employee well-being. With expertise in labor law and HR management, she ensures that inclusion, well-being, and brand culture are embedded at the heart of her role.



Pauline ADO

Pro Surfer, Olympian
& Coach of the French
Surfing Team

Professional surfer and Olympian, Pauline ADO is one of France's leading surf athletes. An ISA World Champion and seven-time European WSL Champion, she combines elite performance with social engagement, supporting both the Surfrider Foundation and Handi Surf, which promotes surfing accessibility for people with disabilities.



Vincent LARTIZIEN

Former professional surfer
and windsurfer & Founder of
Chanvres de l'Atlantique

A former professional surfer and windsurfer, Vincent Lartizien spent over 20 years in Hawaii before returning to France. Passionate about health and alternative therapies, he founded Les Chanvres de l'Atlantique, a company dedicated to sustainable agriculture and wellness through hemp-based products.



3^e

CONGRÈS INTERNATIONAL DU TOURISME SPORTIF

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Les thématiques :

- Comment bâtir un tourisme sportif responsable ?
- Les Jeux Olympiques Alpes Françaises 2030 et les grands événements sportifs internationaux.
- La mobilité douce à l'échelle d'une destination touristique.
- Quels nouveaux modèles économiques publics/privés pour le tourisme sportif ?
- Quelles adaptations de l'offre hébergement & restauration seraient bienvenues pour satisfaire les besoins des touristes sportifs ?
- Comment un événement sportif peut-il atteindre la dimension d'événement touristique ?
- Comment anticiper et gérer les conflits d'usage ?
- L'investissement français dans le tourisme sportif est-il challengé par nos voisins européens ?

Ils interviendront :

Séverine IKKAWI, directrice des relations extérieures de la Fédération Française de Randonnée.

Yvan GRASSO, Var Esterel Mountain Bike Foundation.

Antoine MARQUE, directeur du Jo&Joe Hossegor.

Sandra CATTINI, conservatrice du musée Gassendi à Dignes-les-Bains.

Olivier REYDELLET, directeur Office de Tourisme Les Saisies.

Alisson LACROIX, responsable du pôle Outdoor Service Groupe Rossignol.

Frédéric LUCAS-FOSSE, directeur général d'Arcade Cycles.

Cyril ANDRIEU, directeur de Beach Bikes.

Arnaud MANZANINI, fondateur de la Race Accros France.

Alain LIBEROS, fondateur de la Route européenne d'Artagnan.

Jérôme GRESSET, directeur de Sport 2000 Métabief.

Nicolas PASQUET, co-fondateur Notre Sphère.

Julien GAUTHIER, président de la commission tourisme sportif de l'UNION des Entreprises Sport & Cycle.

Virgile CAILLET, délégué général de l'UNION Sport & Cycle.

Liste complète des intervenants à venir courant septembre





Gregory POUY

Cultural Analyst, Entrepreneur, Author & Podcaster
(Vlan! - Ping)



10.00AM Conf. N°5 - HOW TO PRESERVE HUMAN VALUE IN THE AGE OF A.I.?

There is endless speculation about AI: from fears of massive job losses to overhyped promises, decision-makers are left in constant uncertainty. AI will not only transform our professions; it will redefine the very meaning of "work."

My goal: to provide clear benchmarks and practical tools to safeguard human value while integrating AI strategically and sustainably.

Grégory Pouy is a cultural analyst, entrepreneur, author, and renowned podcaster, widely known for his insights on leadership, society, and entrepreneurship. As founder of the successful podcast «Vlan!», he explores major societal changes and supports listeners in adapting to an ever-changing world. Having advised leading companies such as Danone, L'Oréal, and LVMH, and taught at top institutions (Dauphine, HEC), Pouy regularly contributes thought leadership articles on conscious leadership to outlets like Les Échos and Harvard Business Review France. He is also the author of «Insoutenable Paradis», championing a human and holistic vision of individual and collective transformation.

With these podcasts having accumulated over 15 million downloads, Grégory has already given more than 1,000 talks, including a TEDx: "The Toxic Reality of the Pursuit of Well-Being."

"I help leaders to make better decisions by providing them with the keys to turn uncertainty into concrete opportunities. I bring clarity to complexity."

Vlan! is a weekly podcast, created by Grégory Pouy in 2017, that explores the evolution of societal movements and helps its listeners find greater peace of mind in an era of multiple crises. The show welcomes experts from diverse backgrounds (such as Joel de Rosnay, Boris Cyrulnik, Julien Bobroff, Samah Karaki, Albert Moukeiber, and Vincent

Doumeizel), with an open-minded and cross-disciplinary approach to its topics. Vlan aims to provide holistic answers to contemporary challenges.

Ping is a video podcast launched in 2022. It is a space dedicated to conscious leadership. Gregory invites inspiring CEOs and leading experts to discuss leadership, focusing on «care» at its core. And in its four dimensions: physical, psychological, social, and environmental. The goal is to help tomorrow's leaders meet today's challenges by adopting a more human and sustainable approach to leadership. Available on all platforms, this podcast is a true source of inspiration, promoting innovative and responsible leadership models to address the issues of our time.

The logo for the podcast 'Vlan!' is displayed in a bold, black, stylized font on a bright yellow rectangular background. The letters are thick and blocky, with a slight shadow effect.

11.00AM Keynote - INTRODUCTION TO THE ROUNDTABLE

With over 30 years of experience leading major global brands (Quiksilver, O'Neill, Billabong, Boardriders...), Jean-Louis Rodrigues, President of EuroSIMA, will deliver an opening keynote on the state of the French Action Sports market.

His introduction will frame the current economic landscape, highlight the challenges ahead, and point to the opportunities our industry must seize to remain competitive in a time of slowdown and transformation.

11.10AM Round Table - THE FRENCH ACTION SPORTS MARKET: DISTRIBUTION, RETAIL & NEW BUSINESS MODELS

After an unprecedented post-Covid boom, the Action Sports market in France is now experiencing a marked slowdown. Persistent inflation, limited budget visibility, a tense geopolitical climate, and tightening international constraints are reshaping the landscape. Faced with these challenges, France's surf and Action Sports industry must find new levers to remain competitive, explore new business models, and prepare for the future.

This round table examines how surf product and brand distribution in France has evolved over the past thirty years, focusing on brick-and-mortar formats (excluding e-commerce). Speakers will be:

- Cyril Arnaud, Tamarindo Surf Shop, Île d'Oléron
- Jean-Christophe Chetail, Co-owner & General Manager, Oxbow
- Philippe Cazaux, Directeur retail Rip Curl
- Jean-Louis Rodrigues, President, EuroSIMA
- Moderator: Frédéric Tain

Objective: to provide a clear snapshot of the models that have structured the market, understand how they have changed, and identify the levers of trust, engagement, and growth for the years ahead.

An open, pragmatic discussion to take stock of the French market, explore both its vulnerabilities and strengths, and collectively outline pathways to resilience and innovation in the coming years.



Philippe CAZEAUX
Retail Director, Rip Curl
Europe



Jean-Christophe CHETAIL
Co-owner & General
Manager, Oxbow



Cyril ARNAUD
Founder & manager,
Tamarindo Surf Shop, Île
d'Oléron



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SEPT.26 - 12.00 PM
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WITH THE HOSSEGOR SURF CLUB



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sont bons pour trinquer.*

Friday 26th September

Jean Charles MARCHIONNI

Director of StepUp Marketing, Representative, ISPO
Information Center France



2.00PM Keynote - ISPO UPDATES AND NEW PERSPECTIVES FOR THE SPORTS INDUSTRY

Jean-Charles Marchionni, ISPO's representative in France, will share the latest updates from the world's largest sports business network. Key announcements include the new date for ISPO France, along with insights into global trends highlighted at ISPO's international trade shows.

Jean-Charles Marchionni is a recognized figure in the B2B sports industry with over 30 years of experience. As Managing Director of StepUp Marketing, he designs and delivers marketing and event strategies to strengthen brand presence and business growth. Since 2011, he has also served as the official representative of the ISPO Information Center France, acting as the key contact for brands, retailers, and institutions seeking to access the world's leading sports trade fairs: ISPO Munich, OutDoor by ISPO,

ISPO Beijing, and ISPO Shanghai.

His career includes international roles at Rossignol, where he managed the pan-European Rossignol Demo Tour. Fluent in several languages and passionate about innovation, Jean-Charles dedicates his expertise to connecting the French market with international opportunities, helping companies adapt and thrive in a fast-changing global sports landscape.





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Crédit photo : Interview.



Fredrik EKSTRÖM

Brand & PR Strategist & Founder, Above The Clouds

**2.15PM Conf. N°6 - FROM SIGNAL TO SUBSTANCE: TURNING CONSUMER TRENDS INTO BRAND AND BUSINESS VALUE
TURNING CONSUMER**

TRENDS INTO BUSINESS VALUE

Too many strategies are built on guessing games, assumptions, outdated personas, and anecdotal "insights." In today's fast-changing consumer landscape, that's not a strategy, it's a gamble.

In this session, Fredrik will share insights from The Future Series, including The NXT Outdoor Consumer Reports (3,800 respondents from Nordics and Germany), The NXT Sustainable Consumer reports, which he has published annually since 2020 and his international trend research of the Future Outdoor Consumer.

Fredrik will explore where values, trends, and contradictions collide in the minds of modern

outdoor consumers, and how brands should engage with the so-called "Future Fatigue - Now-ism - Consumers." More importantly, he will show how brands can move past fatigue and regain cultural relevance by aligning with consumer expectations on sustainability, nature, and lifestyle aspirations.

This talk goes beyond understanding the consumer — it's about turning that understanding into a roadmap for brand and business growth. Participants will leave with practical examples, tools to argue internally for sustainability and nature+ initiatives, and a clear view of how consumer engagement can translate into brand trust, engagement, and long-term business value.

Fredrik Ekström is a Brand & PR Strategist and the founder of Above The Clouds — a consultancy helping progressive outdoor, sports, and lifestyle brands win the consumer game.

With more than 20 years of experience in consumer insights, brand strategy, PR, and marketing, Fredrik works at the intersection of insights and activation — turning research, cultural trends, and market intelligence into brand strategies and PR activations that create real-world impact.

He leads The Future Series, an insights platform combining large-scale consumer studies, foresight work, and creative thinking. His flagship reports — The NXT Sustainable Consumer and The NXT Outdoor Consumer — with more than

3,800 respondents across the Nordics and Germany, have become key strategic tools for global brands navigating shifting expectations on sustainability, lifestyle, and outdoor culture.

Fredrik's mission is simple: turn complexity into clarity and ensure that strategies don't just stay on slides but strengthen both brand, business and communication.



Friday 26th September



3.15PM Conf. N°7 - CONTENT PRODUCTION: THE FRENCH TOUCH AROUND THE WORLD

Laurent PUJOL, Michael Darrigade & Alexandre LESBATS

Crowned with Emmy Awards, the HBO documentary series 100 Foot Wave has redefined the way big-wave surfing is filmed. It follows Garrett McNamara and other exceptional surfers in their quest to ride the planet's most gigantic waves. More than a documentary, the series has become a human and sporting epic that transformed Nazaré, a small Portuguese fishing village, into the world capital of extreme surfing.

Behind these spectacular images stands a French team from the Landes and the Basque Country. At the forefront are *Julie and Vincent Kardasik*, directors and producers, true visual conductors of the series, who coordinated the storytelling and gave 100 Foot Wave its unique cinematic signature. They are also the creators of *Dos au Mur* (Canal+ Docs, 2025), a film dedicated to Jérémy Florès that retraces his career, his battle with illness, and his transition to coaching, confirming their ability to combine intimacy with visual power.

Alongside them are *Laurent Pujol*, former pro surfer and master of aquatic imagery, two-time Emmy Award winner for his spectacular shots from inside the tube; *Michael Darrigade*, cinematographer and director, recognized for his immersive style and cinéma vérité shots capturing the intensity of big-wave surfers; and *Alexandre Lesbats*, a young photographer and cameraman whose sensitivity shaped Season 3 with powerful, iconic visuals.

Moderated by *Nicolas Dazet*, this closing discussion will go far beyond behind-the-scenes stories: it will explore the role of content creation in our industries, its place in cultural transmission, and its power to project surf culture far beyond our shores. Because filming and storytelling also means feeding the collective imagination, inspiring new generations, and asserting a genuine French Touch in global audiovisual creation.



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L'équipe EuroSIMA !



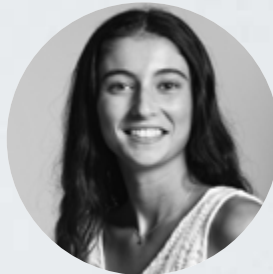
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