

EuroSIMA Surf Summit 2026^{edition}

BELAMBRA CLUB
LES ESTAGNOTS
SEIGNOSSE, FRANCE
SEPTEMBER, 24 & 25

Abm Piard



WELCOME TO THE EUROSIMA SURF SUMMIT 2026



Dear members of the EuroSIMA family,

The entire EuroSIMA team and I are delighted to welcome you to the 25th edition of the EuroSIMA Surf Summit, the must-attend event for the European Action Sports industry.

This year, our event takes on a particular resonance around the watchword «*Drop in*», which sets a sharper course than last year's: it is no longer just about understanding the market, but about taking a position in it. Four major fields of decision will guide our discussions: market & business model, brand & consumers, sustainability & regulation, and people & management.

On the program: around ten inspiring talks and keynotes, several strategic round tables, a workshop, and networking sessions that will feed your thinking and open up new perspectives. Among the highlights, we will have the pleasure of announcing the winner of the EuroSIMA Innovation Call for Projects 2026, alongside

high-level speakers who have come to share their visions and experiences.

I would like to warmly thank our institutional and private partners for their loyal support, which allows us to organize this new edition: *the Nouvelle-Aquitaine Region, the Landes Department, MACS, the Hossegor Surf Club, the City of Seignosse, the Landes CCI (Chamber of Commerce and Industry), the Union des Entreprises Sport & Cycle, Banque Populaire, Mutuelle PréviFrance, Sport-Guide, Boardsport SOURCE, Cafés Richard, Carlbreak, and Ocean52.*

Together, let's continue to build an ambitious and sustainable future for our Action Sports industry. I wish you all a EuroSIMA Surf Summit 2026 full of inspiration, sharing, and discovery.

Jean-Louis RODRIGUES
President of EuroSIMA & the entire EuroSIMA team



Être une Banque Populaire, c'est accompagner toutes les transitions entreprises.



**En Nouvelle-Aquitaine,
votre banque a financé 107M d'euros
de projets durables en 2025.**

- Scannez le qr-code pour découvrir nos actions sur le territoire.

**BANQUE POPULAIRE
AQUITAINE CENTRE ATLANTIQUE**



la réussite est en vous

Thursday

SEPTEMBER 24

8:30 AM WELCOME!

9:30 - 9:45 AM

LAUNCH OF THE EUROSIMA SURF SUMMIT 2026

Jean Louis RODRIGUES, EuroSIMA President

9:45 - 11:00 AM

[CONFERENCE] A GUEST ATHLETE'S STORY

Guest to be announced soon

11:00 AM - 12:15 PM

[ROUND TABLE] SPORT VS. ACTION SPORTS: MARKET CONDITIONS, SURF INDUSTRY SURVEY – OVERVIEW & TESTIMONIALS

Frédéric TAIN, Journalist, speaker and director of sport-guide.com; Jean Philippe FREY, Head of Economic Intelligence, UESC; Guillaume MARAGE, Founder and manager of Sample N CO, After Essentials and Embassy; & Antoine TINEL, Deputy Managing Director, Lifestyle Company

LUNCH BREAK

2:00 - 3:00 PM

[CONFERENCE] WHEN BELIEVING IN YOURSELF BECOMES A WEAPON FOR SUCCESS THE STORY OF AN EXTRAORDINARY CAREER

François PERVIS, Olympic medallist, 7-time world champion in track cycling

3:00 - 3:15 PM

[KEY NOTE] GEO: LESS TRAFFIC, MORE BUSINESS. HOW AI IS CHANGING THE GAME FOR YOUR BRAND

Thomas ESCOT, SEO & GEO Consultant

3:15 - 4:15 PM

[CONFERENCE] DOES DESIRABILITY COME FROM THE STORY – OR FROM THE BRAND'S ROOTS?

Bruno LEE & Ludovic POUILLY, Marketing Consultants & brand strategy experts

COFFEE BREAK

4:45 - 5:00 PM

[KEY NOTE] 100 BILLION OPPORTUNITIES: THE SECOND-HAND BUSINESS REVOLUTION

Mélie LADEVEZE, Head of Development, Circul'R

5:00 - 6:00 PM

[TABLE RONDE] THE PRESSURE OF IMPACT: WHICH CHALLENGES AND WEAK SIGNALS SHOULD BE PRIORITIZED?

Antoine RIVIÈRE, Trace For Good; David AMAR, Nous sommes le futur; Erwan KIEFFER, Banque Populaire; & Florent MARCOUX, Committed entrepreneur, consulting & mentoring

7:00 PM OFFICIAL EVENING AT 70 HECTARES

Friday SEPTEMBER 25

8:15 AM WELCOME!

8:30 – 9:30 AM

[WORKSHOP ON REGISTRATION] **FROM ATTRACTIVE PULL TO PROFESSIONAL FULFILMENT: RETHINKING PATHS IN THE SURFING INDUSTRY**

Laurence DESCAMPS and guests: Maud LE CAR, Pénélope GIROUD and Frédéri BOTTON

COFFEE BREAK

10:00 – 10:15 AM

[KEY NOTE] **WHY IS IT SO HARD TO SLOW DOWN... EVEN WHEN EVERYTHING IS GOING WELL?**

Mathilde DEPAULIS, Psychologist, author and psychotherapist specialising in cognitive, behavioural & emotional therapies

10:15 – 11:15 AM

[CONFERENCE] **NEW WAYS OF RELATING TO WORK: IS PASSION STILL ENOUGH TO LEAD A TEAM IN THE ACTION SPORTS INDUSTRY?**

Anais GEORGELIN, CEO of SoManyWays & Future of Work speaker

11:15 AM – 12:15 PM

[CONFERENCE] **RECLAIMING CULTURAL CAPITAL: THE CHALLENGE FOR ACTION SPORTS BRANDS**

Clara VINCENT, Strategy Consultant — Brand, Creation, Communication

LUNCH BREAK

2:00 – 2:15 PM

[KEYNOTE] **WINNER OF THE EUROSIMA CALL FOR INNOVATION PROJECTS**

2:15 – 2:30 PM

[KEYNOTE] **ASCENT: THE ACTION SPORTS INCUBATION PROGRAMME**

2:30 – 3:30 PM

[CONFERENCE] **NEW REGULATIONS IN EUROPE & FRANCE: CONCRETE INFORMATION TO HELP YOU TAKE THE LEAD**

Stéphane POPESCU, COSE 361, & Justine LAPLAUD, Member Accounts Manager, ReFashion

3:30 – 4:30 PM

[CONFERENCE] **SURF SCIENCE: THE POWER OF THE SCIENTIFIC APPROACH IN SERVICE OF THE SURF INDUSTRY**

Paul-Elie Charles, surfboard performance researcher, Wyve & University of Toulon; Victor Gager, materials science expert, Université Bretagne Sud & Roundhouse Surf Co; Brendon Ferrier, biomechanist, University of Edinburgh & founder of the Lost Shore Surf Lab, and their guests

4:30 – 5:30 PM

[Q&A MOVIE] **BETWEEN FREEDOM & PERFORMANCE: A BALANCE THAT WORKS**

Clément ROSEYRO — discussion and screening of the film Step Up, directed by Arthur PICARD

CLOSING DRINKS DURING THE SCREENING



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le surf c'est XL



landes.fr
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MARCO MIGNOT, A LEADING TALENT OF FRENCH SURFING ON THE WORLD TOUR

To open the Surf Summit, Nicolas Dazet and Dave Mailman will welcome Marco Mignot, a young professional surfer born at sea off the coast of New Caledonia, for a lively conversation about an unusual journey.

Raised in Sayulita, Mexico, where he learned to surf as a child, Marco Mignot has patiently built his career across the junior and professional circuits: WSL European Champion in 2018, winner of the Lacanau Pro in 2019, then European Qualifying Series champion in 2023.

2024 marked the big leap: qualification for the Championship Tour. He closed out his first season in 2025 with a 16th place world ranking and the WSL Rookie of the Year title.

The conversation will look behind the scenes of this rise: the demands of elite-level competition, the influence of a career built across several continents and cultures, and a young athlete's perspective on the future of French professional surfing.

Hosted by Nicolas Dazet and Dave Mailman, this opening discussion will set the tone for the Surf Summit: a conversation to understand what this new generation brings to elite French surfing.



Marco
Mignot

PROFESSIONAL SURFER, WSL CHAMPIONSHIP TOUR, WSL EUROPEAN CHAMPION 2018, WSL ROOKIE OF THE YEAR 2025

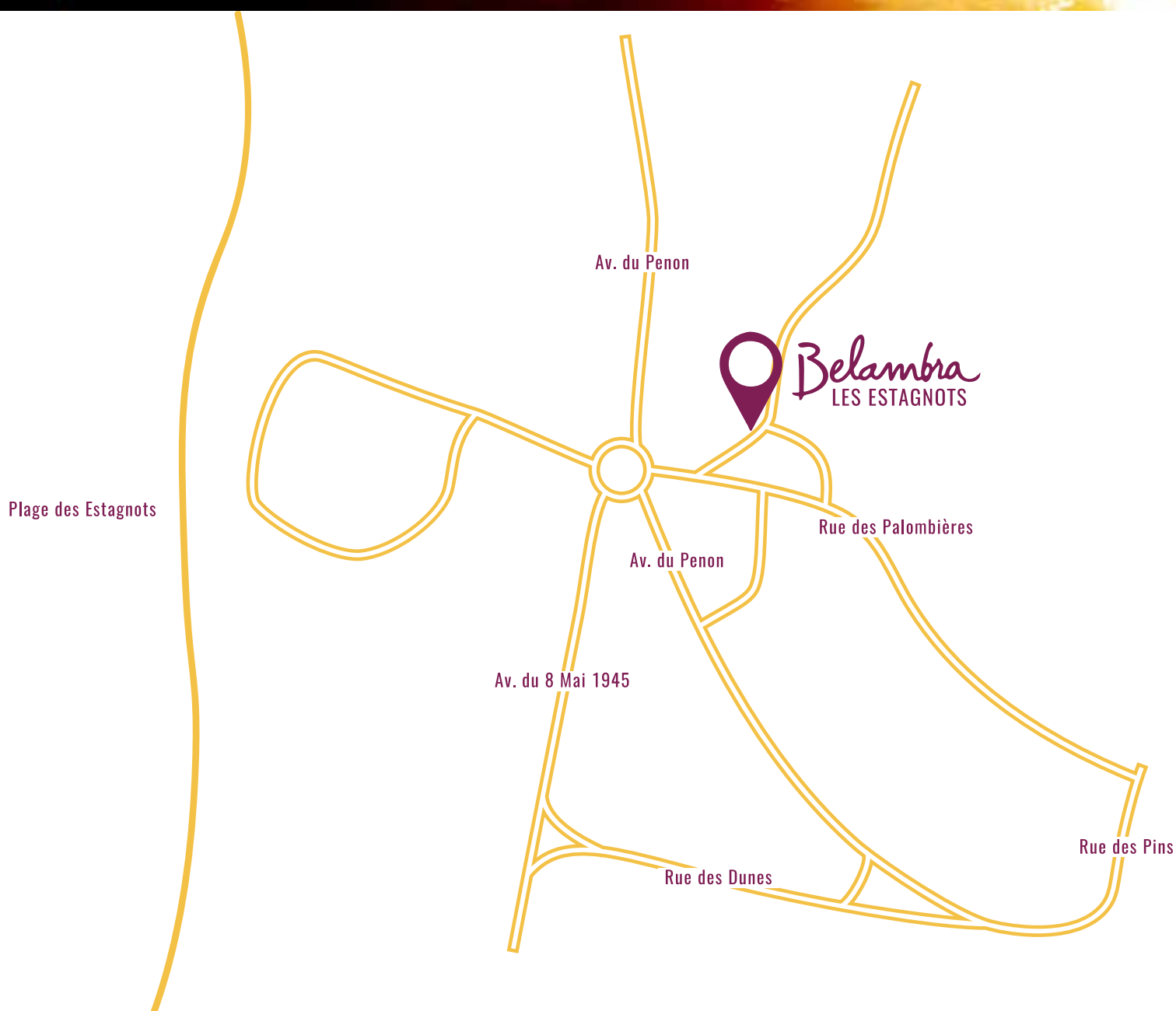
Born in Nouméa, New Caledonia to a family of world travellers, Marco Mignot is a French surfer known for his dynamic shortboard style and powerful aerials.

Raised in Sayulita, Mexico, he began surfing at age 7 alongside his father, brother, and cousin. He quickly excelled in competitions, winning the Rip Curl Search at 11 and the European U14 Championship in 2014. At age 12, he joined the Quiksilver team and has been sponsored by the brand since. Marco secured the European Junior Championship in 2018 before taking the European Open title in 2023.

In October 2024, after years of hard work and sacrifice, he clinched a victory at the Challenger Series event in Saquarema, Brazil, earning a spot on the WSL's Championship Tour for the 2025 season. Marco is currently ranking in the Top 15 on the WSL Leaderboard for the 2026 season.



*See you at
Belambra Club Les Estagnots
Seignosse, FRANCE*



2 Rue des Palombières, 40510 Seignosse

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2026 *edition*



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SPORT VS ACTION SPORTS: MARKET TRENDS, SURF PANORAMA SURVEY & TESTIMONIALS

What do the sports market figures tell us, and what do they reveal about the reality of our Action Sports markets? This roundtable will set European and French sports market data alongside the findings of the Surf Panorama study on surf practice and consumption.

To test the figures against the reality on the ground, Guillaume Marage, founder and managing director of Sample N CO and Embassy (Pyzel, Veia, DaKine, After Essentials etc.), and Antoine Tinel, Deputy CEO of Lifestyle Company (O'Neill), will share their analyses, experiences and perceptions of how the market is evolving and of what consumers expect.

Moderated by Frédéric Tain, editor-in-chief of Sport Guide, and joined by JP Frey, head of the Economic Intelligence department at UESC, this session promises concrete and valuable insight into the realities of the European action sports market.

Not to be missed at the EuroSIMA Surf Summit, on 24 and 25 September 2026 in Seignosse.



**Antoine
Tinel**

CEO, LIFESTYLE COMPANY

Experienced executive in the fashion, sports and lifestyle sector, with recognized expertise in brand development, omnichannel distribution, wholesale and retail. At the helm of The Lifestyle Company, he supports the growth of international brands in France by leading commercial, marketing and operational strategies. Passionate about the world of sport, surf and brands with a strong identity, he combines strategic vision, product sense and a hands-on understanding of the field.



**Guillaume
Marage**

FOUNDER AND MANAGING DIRECTOR OF SAMPLE N CO, AFTER ESSENTIALS AND EMBASSY

I am an entrepreneur and distribution specialist in Action Sports, working mainly in the French and European markets through three complementary businesses: Sample N Co, an agency and distribution company; After Essentials, our lifestyle accessories brand; and Embassy, our showroom dedicated to promoting our brands. My expertise is built on in-depth knowledge of distribution networks, retail and Action Sports players, with an approach that is at once commercial, strategic and entrepreneurial.



**Frédéric
Tain**

JOURNALIST, SPEAKER AND HEAD OF SPORT-GUIDE.COM

Frédéric Tain focuses on how consumption is changing and what that means for non-food retail. He runs sport-guide.com and its magazine dedicated to sector business. This independent cross-channel media outlet scrutinizes companies' good and not-so-good practices.



**Jean-Philippe
Frey**

HEAD OF ECONOMIC INTELLIGENCE, UESC

Head of Economic Research at the Union des Entreprises Sport & Cycle, Jean-Philippe Frey leads sector studies and market outlook reports on sports consumption in France. For twelve years he has coordinated the Cycle Observatory, and he works with several sports federations.

WHEN BELIEVING IN YOURSELF BECOMES A WEAPON FOR SUCCESS: THE STORY OF AN EXTRAORDINARY CAREER

In track cycling, an entire career can rest on just a few dozen seconds. In the 1-kilometre time trial, a thousandth of a second can be the element between a world title or staying in the shadows. As a seven-time World Champion and Olympic bronze medalist, François Pervis has learned that the outcome between the former or the latter is often the result of one's mind.

For years, he was always the runner-up: regularly on the podium, but never standing at the very top. After failing to qualify for the London Olympics, he decided to isolate himself in Japan to try and understand what was holding him back. He landed right after the Fukushima disaster. A Japanese friend who had survived the catastrophe helped him understand a fundamental truth: unlike his friend, François had been given a second chance in life — and he intended to make the most of it.

That defining moment triggered a profound period of self-reflection. What if, without even realising it, he had been holding himself back?

From that awakening bloomed a second career — late, but spectacular. While many elite athletes retire before the age of 30, François Pervis won his first World Championship title at 29 and continued competing until the age of 37, closing his career

with world records and an Olympic medal. In this keynote, he shares practical principles that enabled him to transform his path: demystifying the opponent and the stakes, choosing one's words carefully, rediscovering joy in effort, surrounding oneself with a trusted team and learning to delegate.

"I used to say, 'I'm pushing harder.' Today I say, 'I'm accelerating.' The brain is a muscle: it can be your greatest ally or your worst enemy." François Pervis

François Pervis also shares a simple yet powerful image for maintaining balance in the long term: the three-legged stool — work, family and passion.

Neglect just one of the three legs, and balance becomes fragile — both at work and at home. Through his personal journey, François Pervis delivers an authentic, accessible and jargon-free keynote that puts self-confidence, joy and balance at the heart of success, both individual and collective.

"There is a champion that sleeps inside each of one of you. It is up to you to find the spark to wake them up." François Pervis



François Pervis

OLYMPIC MEDALIST, 7-TIME WORLD TRACK CYCLING CHAMPION, PERFORMANCE SPEAKER & CONSULTANT, FOUNDER OF RAINBOW PERVIS SPORT CONSULTING

A seven-time World Champion and two-time world record holder in track cycling, François Pervis built his career around one uncompromising standard: the clock. In his signature event, the 1-kilometre time trial, a fraction of a second can mean the difference between victory and defeat. From 2013 to 2017, he dominated the World Championships in the 1-kilometre time trial, keirin and individual sprint. In 2016, he won an Olympic bronze medal in Rio, in addition to his five European and nineteen French Championship titles.

After Rio, François Pervis took on an entirely new challenge. He returned to cycling as a tandem pilot, partnering with a visually impaired cyclist with the goal of reaching the Tokyo Paralympic Games. In doing so, he became the only French athlete in history to win a medal at both the Olympic and Paralympic Games.

Since 2015, François Pervis has brought his elite-level

experience into the corporate world. As the founder of Rainbow Pervis Sport Consulting, he works as a keynote speaker and performance consultant on topics such as motivation, mental preparation, stress and emotional management, overcoming failure, and maximising performance under pressure.

Convinced that performance is not something you simply decide to achieve, but something you build one day at a time through repetition, discipline and humility, François Pervis shares his experience with managers and teams based on the same principles that led him to the top of the world seven times: clear direction, rigorous mental preparation, a culture of marginal gains, and the ability to turn pressure into useful energy.

"Enough talking. Time for action." More than a signature, it is a method.



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Thomas Escot

SEO & GEO CONSULTANT

Thomas Escot has been an independent SEO/GEO consultant for 9 years. He helps e-business brands (sports, outdoor, B2B) increase their visibility on Google and generative AI platforms (ChatGPT, Perplexity, Gemini). He also teaches at Eugénie School and Digital Campus Biarritz.

GEO: LESS TRAFFIC, MORE BUSINESS. HOW AI IS CHANGING THE GAME FOR YOUR BRAND

This summer, online searches have shifted dramatically. On July 22, Google rolled out its AI-generated answers in France, ushering in a new set of rules: the goal is no longer just rankings, but also to be cited in the answer.

This new field is known as GEO, Generative Engine Optimization.

In this keynote, I invite the audience to take part in a simple, practical exercise: open ChatGPT and type in the name of your category, then see in real time, whether your brand appears — or not.

From this initial observation, I explain what has changed, why traffic is likely to decline while revenue can actually increase,

and, most importantly, how action sports brands can take back control through three clear pillars.

The key message is this: no, SEO is not dead. It has simply changed its output.

My goal is for every business leader, product manager, and marketing professional in the room to leave with a practical framework they can immediately put into action — and with one clear belief: opportunities in France are still up for grabs. I will speak directly to the audience and address their specific challenges, using examples rooted in the world of surfing and action sports.



Mélie Ladeveze

DEVELOPMENT MANAGER AT CIRCUL'R

As Development and Partnerships Manager at Circul'R, Mélie Ladeveze supports companies in the luxury, fashion, FMCG and sustainable consumer goods sectors in their transition towards high-performing, value-creating circular business models. Alongside her professional work, in 2024 she directed her first documentary, *Au fil de l'eau*. Filmed in Ghana, the documentary explores the environmental consequences of second-hand apparel imports. It reveals both an ecological paradox for local communities and the significant potential for developing circular-economy jobs and activities.

“As a former buyer, I don’t see the circular economy as a ‘virtuous option’, but as a strategic necessity: securing access to resources means securing the future of the business. I believe in a circular economy that works because it is profitable, resilient, and reduces dependence on virgin raw materials.”

\$100 BILLION IN OPPORTUNITIES: THE BUSINESS REVOLUTION OF THE SECOND-HAND MARKET

Every day, your customers resell your own products on third-party platforms — without you seeing a single cent. Learn how to bring this flow in-house or orchestrate it strategically, to transform a loss of value into a direct growth opportunity.

DOES DESIRABILITY COME FROM THE STORY — OR FROM THE BRAND'S ROOTS?

Some brands evolve. Others transform — without ever losing their soul.

Over the past 24 months, Simond, the historic mountaineering and mountain brand founded in 1875 by the Simond brothers and acquired by Decathlon in 2008, has undergone a profound transformation. The ambition: to rebuild its credibility among the most demanding customers, to reconnect with its Alpine heritage, and to become desirable to a new generation in search of meaning, culture, and authenticity.

It is a fascinating challenge. But how exactly can a brand become core, innovative, and inspiring again within a retail group whose historical motto is “making sport affordable” as opposed to performance?

How do you bring together DNA, heritage, and real-world legitimacy with a modern identity, powerful storytelling, and

athlete and community activations capable of reaching new audiences and strengthening the brand's desirability?

This is the transformation — real, tangible, and currently underway — that we suggest exploring together as a case study in this keynote:

- Reactivating the brand's Alpine heritage, without falling into nostalgia
- Repositioning a brand towards greater credibility and desirability
- Creating a strong, cultural, and contemporary identity
- Activating athletes, core communities, and passionate niche audiences
- Finding ways to innovate within a commercially constrained environment



Bruno
Lee

MARKETING CONSULTANT

A graduate of CELSA, Bruno Lee is a recognized strategic and creative partner with over 20 years of experience in creative agencies. He began his career at BETC, where he worked from 2005 to 2012, leading major accounts including Peugeot, Evian, FDJ, and INPES. In 2012, he joined Sid Lee Paris to help drive the agency's business and creative development, a period marked by numerous awards, including Agency of the Year titles, Cannes Lions, and D&AD awards. In 2015, he became Deputy Managing Director, before taking on the role of Head of Strategy for Europe in 2017. In this position, he was responsible for international accounts, including Honda Europe, Salomon, Ubisoft, Klépierre, Brasserie Kronenbourg, LFP, and BNP Paribas.

In addition to his agency work, Bruno also teaches at Sciences Po Paris, where he shares his expertise in community marketing with the next generation of strategists. Today, as an independent consultant, he leads brand strategy for Babolat and Simond (Decathlon), while also supporting the relaunch of Subaru's 100% electric range in France. His work in the mountains with Simond offers a direct perspective on the challenges that the action sports and surf industries are facing today.



Ludovic
Pouilly

MARKETING CONSULTANT

After more than 25 years of leading brand strategies at Heineken, Coca-Cola, and Nike, Ludovic Pouilly has overseen some of the most high-profile sports and cultural partnerships of the past two decades, including UEFA Euro 2016, Nike's activations around Kylian Mbappé and Neymar at PSG, and the 2018 World Cup celebration campaign for the French national team, featuring Beyoncé and Jay-Z. At Nike, he also orchestrated Swoosh's fashion collaborations with Jacquemus, Louis Vuitton, and Dior.

Since 2022, he has worked with major brands and sports properties, including Adidas, LVMH, Cisco, and Salesforce, on sports partnerships, marketing strategies, and sports marketing for the World Cup and the Olympic Games. Following the Paris 2024 Games, he advises international brands on their marketing, communications, product development, and sports marketing strategies, and is notably leading the transformation of brands such as Simond (Decathlon), Babolat, and Subaru.

A triathlete, passionate trail runner and padel player, Ludovic Pouilly combines in-depth expertise in brand marketing with an active sporting lifestyle that shapes his understanding of sports communities and the cultural worlds they inhabit.

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THE PRESSURE OF IMPACT: WHICH ISSUES AND WEAK SIGNALS SHOULD BE PRIORITIZED?

With the growing number of impact-related topics, the challenges of knowledge and action are becoming ever more complex.

It is also important to live our professions creatively, and to build links between innovation and business models. While societal responsibility (CSR), organizational responsibility (RSO) and governance (ESG) define the scope of sustainable development for companies, their products, their processes

and their sales systems, regulatory compliance demands that the rules change. As a result, societal, organizational and governance responsibilities define the scope of sustainable development for companies, their products, their processes and their sales systems.

Which weak signals should be prioritized? How can we work with them, and what are the costs of inaction?



**Antoine
Rivière**

MANAGING DIRECTOR, TRACE FOR GOOD

After more than 20 years in B2B software, Antoine Rivière co-founded Neteven in 2005, later acquired by the Lectra group. Today Managing Director of Trace For Good, he puts data at the service of the ecological transition and supports leading brands (Volcom, Ami Paris, Lanvin) in making their supply chains transparent and their CSR commitments beyond question. A lifelong action sports practitioner, he combines tech with surf culture.

"You can't reduce the impact of a product you can't describe. Traceability lets you move from intentions to decisions: knowing the reality of your value chain, proving your commitments and acting where the impact is greatest."

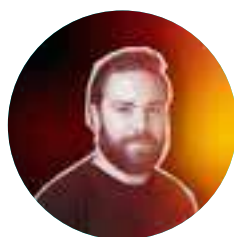


**Erwan
Kieffer**

DIRECTOR, CORPORATE ENGINEERING & EXPERTISE DEPARTMENT - BANQUE POPULAIRE AQUITAINE CENTRE ATLANTIQUE

Director of Corporate Engineering and Expertise at Banque Populaire Aquitaine Centre Atlantique, Erwan Kieffer works with business managers to guide SMEs and mid-sized companies toward sustainable growth. Combining strategic advice and innovative financial solutions, he helps decision-makers meet the challenges of the transition, with one main goal: making the bank the key partner of Nouvelle-Aquitaine on these issues.

"We look at real exposure [...] For a lender, ESG is first and foremost a reading of the economic model's resilience."



**David
Amar**

REGENERATIVE SOLUTIONS FOR BRANDS & ORGANIZATIONS - FOUNDER OF NOUS SOMMES LE FUTUR

David Amar has been a pioneer of circularity and regeneration in France since 2010. After a career in fashion, he founded the consultancy Nous Sommes Le Futur to support brands and organizations beyond sustainability, along three lines: products with Cradle to Cradle™, soils with Land to Market™, and organizations with the Precious Human Factor.

"Reducing the harm we do will never equal the good we need to do. [...] the economy of Regeneration. The only one in harmony with our biosphere."



**Florent
Marcoux**

ACTIVIST ENTREPRENEUR, FORMER EXECUTIVE DIRECTOR OF SURFRIDER FOUNDATION EUROPE

Florent Marcoux is an organizational transformation consultant, promoter of the E3S model (sobriety, solidarity, sufficiency) and expert in cooperative leadership. In a 25-year career, he joined Surfrider Foundation Europe in 2013, leading it for over ten years on climate and biodiversity issues.

In 2025 he launched support for leaders in socio-economic transformation and founded the association ALUNA, a collective supporting leaders in the social and solidarity economy.

EuroSIMA Surf Summit official evening event & cocktail reception

*Thursday, September 24,
starting at 7:00 p.m.*

EURO SIMA



EUROSIMA invites you to a cocktail reception at 70 Hectares & l'Océan in Seignosse, where you can meet new people and network.

901 Avenue du Belvédère, 40510 Seignosse - Contact: +33 (0)5 58 45 76 16

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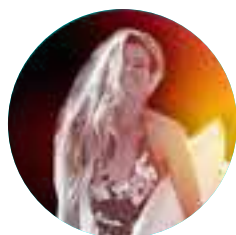
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FROM ATTRACTION TO FULFILMENT: RETHINKING CAREER PATHS IN THE SURF INDUSTRY

The surf industry attracts today through its ability to spark the imagination: the ocean, freedom, meaning, commitment and a connection to nature. But once the talent has been attracted, an essential question arises: *how do we turn that desire into a lasting career path?*

Three guests from the industry will share their perspectives with Laurence Descamps. This workshop will explore the keys to turning attraction into a lasting trajectory: clarity, strength, transmission and commitment without exhaustion. This year's guests are Maud Le Car, Pénélope Giroud and Frédéric Botton.



**Maud
Le Car**

PROFESSIONAL SURFER | ARTIST | OCEAN ADVOCATE |
FOUNDER OF SAVE LA MERMAID

Maud Le Car is a French professional surfer from Saint Martin in the Caribbean. After more than 15 years in competitive surfing, she has shifted her focus to free surfing and big-wave surfing. A committed artist, Maud has also developed an artistic universe inspired by the ocean, women and pop culture, notably using spray paint and upcycled microplastics in her creations. Through her art and her association Save La Mermaid, she works to protect the oceans and raise awareness of plastic pollution.

Through surfing, art, travel and environmental advocacy, Maud Le Car is forging a unique path where performance, creativity and ocean conservation come together as one.



**Laurence
Descamps**

FOUNDER OF IPESLAND, SOPHROLOGIST, HEC
EXECUTIVE COACH

HEC Executive Coach, sophrologist and founder of the Collectif des Vaillantes, Laurence Descamps helps women over 50 turn periods of rupture into personal and professional turning points. A tech entrepreneur in stress management, she has developed expertise in mental health and in lasting head-heart-body balance.

Her conviction: strength is built from within, through the body, discernment and the collective in the service of life.

"I help Leaders and Entrepreneurs reveal their full potential by fostering balance and clarity"



**Pénélope
Giroud**

HEAD OF COMMUNICATION & MARKETING AT
SURFRIDER FOUNDATION EUROPE

Pénélope has been Director of Communication and Marketing at Surfrider Foundation Europe, an NGO dedicated to protecting the Ocean, for 17 years, after previously working at Quiksilver and Roxy. She leads the association's overall communication and fundraising strategy aimed at the general public, and manages a team committed to amplifying the voice of the Ocean, while ensuring the consistency and impact of the organisation's public statements.

Trained in Nonviolent Communication (NVC), Neuro-Linguistic Programming (NLP) and Process Communication, *she places people and team well-being at the heart of her management approach, convinced that performance and fulfilment are inseparable.*



**Frédéric
Botton**

CERTIFIED PROFESSIONAL COACH (RNCP) & TRAINER,
FOUNDER OF GOOD GOOD TIME

After 24 years at Rip Curl in Hossegor — from field sales representative to Head of Customer Service for Europe — Frédéric Botton trained in professional coaching and training before founding G'OOD Good Time in 2021. Today, he helps executives, managers and teams with leadership posture, decision-making and sales performance, with a direct and pragmatic approach, drawn from 35 years in the field.

Alongside this, he hosts the Beerecos business club, trains students at ESG Sport, develops sales for a home fragrance brand, and serves as Vice President of Hossegor Surf Lifesaving Club — a diverse range of commitments that he sees as his own way of creating value.



Mathilde Depaulis

PSYCHOLOGIST, AUTHOR & PSYCHOTHERAPIST SPECIALISED
IN COGNITIVE, BEHAVIORAL & EMOTIONAL THERAPIES

Psychologist and psychotherapist specialised in Cognitive, Behavioral and Emotional Therapies (CBET), I have been working in private practice for over 10 years. I primarily support executives, managers and professionals with emotion-related challenges, including stress, burnout, self-confidence, relationship difficulties and public speaking.

I am the author of two books on mental health and emotions (*Anti-Anxiety* and *Emotional Balance*, Solar Editions). Through talks and workshops, I also work with companies to focus on emotional regulation and artificial intelligence, particularly relative to cognitive biases.

I created *MOUVEMENT*, the Emotional Toolkit, an online space dedicated to mental health that brings together a range of tools and resources to help people better understand and regulate their emotions in everyday life.

WHY IS IT SO DIFFICULT TO SLOW DOWN... EVEN WHEN EVERYTHING IS GOING WELL?

Why Is It So Hard to Slow Down... Even When Everything Is Going Well? What if what you call your personality or temperament is actually just a coping mechanism?

In this talk, psychologist Mathilde Depaulis explores why so many high-achieving people find it difficult to stop or slow down: the belief that equates personal worth with productivity, the guilt that silences the signals sent by the body, and the lack of a framework to protect ourselves.

A clear, relatable exploration of what drives us to constantly do more—and, above all, proof that it can change.





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NEW WAYS OF RELATING TO WORK: IS PASSION STILL ENOUGH TO LEAD A TEAM IN THE ACTION SPORTS INDUSTRY?

The Action Sports industry was built on a passion for boards sports and the dream of the surf company. But today, a profound transformation is reshaping our relationship with work across society as a whole: the search for meaning, new definitions of success and changing aspirations are challenging traditional business models.

Is this simply a generational whim or is it a cultural revolution?

In an industry where management has often been built more around passion than formal management skills, this question is particularly pressing.

This keynote offers a fresh perspective on our beliefs and workplace culture: an analysis of how our relationship with work is changing, a deconstruction of common assumptions, and a practical framework built around five concrete tools to help organisations continue engaging their teams without losing sight of the collective — while still remaining attractive to young talent in highly specialised and hard-to-fill roles.



Anaïs
Georgelin

CEO, SOMANYWAYS & FUTURE OF WORK SPEAKER

After graduating, Anaïs Georgelin entered the field of HR. Three years, three jobs and a few professional disappointments later, she realised that a profound transformation of the workplace was underway. In 2017, she founded SoManyWays to support companies through these changes, convinced that those who will thrive in the future are those who invest in people today.

An entrepreneur, an expert in the shifting relationship people have with work, a coach and speaker, she regularly works with executives and managers and contributes to media discussions on the future of work, management and organisational transformation.

In September 2025, she published her first book, 38 Practical Ideas for Engaging Your Teams (Eyrolles), the result of a decade of research, conversations and hands-on experimentation exploring how our relationship with work is evolving.

The Future of Work – New Ways of Relating to Work
– Finding Meaning at Work – Drivers of employee
commitment – Personalised Management – Professional
Mobility & Agility – Cultural Transformation

About SoManyWays

Here we are. The management crisis is upon us. Today, work is often no longer a source of fulfilment or personal development. The ambition to move up, the prospect of growing within a company... these aspirations have faded away. Employees no longer want to work. Managers no longer want to manage. And more often than not, “bosses” are perceived as a source of pain.

Why SoManyWays?

Managers remain the primary driver of both employee fulfilment and business performance — and, all too often, the primary reason people leave. We want to give managers the tools they need to help their teams grow.

RECLAIMING CULTURAL CAPITAL: THE CHALLENGE FOR ACTION SPORTS BRANDS

Concrete ideas for reclaiming the authenticity and imagination that other industries have borrowed from action sports.

For years, luxury, automotive, tech and many other industries have borrowed the language and codes of surfing and outdoor sports: an authenticity, which they struggle to manufacture themselves, to access a tight-knit community, and an aspirational narrative built around pushing beyond one's limits. Yet the value created from these codes rarely benefits the brands that embody them every day.

So how can action sports brands take back ownership of their culture and turn their influence into tangible value, rather than allowing it to become raw material for other industries?

Drawing on 15 years of international strategy experience with brands such as Salomon, Nike, adidas, Google, Netflix and Audemars Piguet, Clara offers an up-to-date perspective on the mechanics of cultural influence, along with concrete strategic levers to help action sports brands reclaim the cultural capital that is rightfully theirs.



Clara
Vincent

STRATEGY CONSULTANT - BRAND, CREATIVE & COMMUNICATIONS

Clara is a brand, creative and communications strategy consultant, with international experience across sports, luxury, lifestyle, tech and many other sectors. With over 15 years of experience spanning from London to Sydney and Paris as well as Amsterdam and Biarritz, Clara helps brands build and rebuild awareness, stay relevant and make a meaningful cultural impact.

Clara Vincent is an independent Strategy Director specialised in brand, creative and communications strategy. After earning a Master's degree in Intercultural Communication from ISIT, followed by a Master's in International Advertising from the London College of Communication / INSEEC Paris, she began her career in London before moving to Sydney, where she became a strategic planner at M&C Saatchi.

In 2017, she moved to Amsterdam to join Anomaly. There, she led brand, communications and innovation projects for global clients including IKEA, Bvlgari, Zalando, Audemars Piguet, YouTube and The Ocean Cleanup.

Since 2021, she has worked as an independent consultant through her studio, claraverita. Today, she brings 15 years of experience in international agencies to leading brands including adidas, Nike, Salomon, Netflix, K-Way, Google, Jaguar Land Rover, Carolina Herrera, Jean Paul Gaultier and Rabanne—working across sports, luxury, lifestyle and culture.

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Sport Guide
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CONGRÈS DU

TOURISME SPORTIF

5-6 octobre, Mandelieu-La-Napoule



Fédérer – Partager – Innover

Thématiques 2026 :

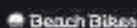
- **L'événementiel sportif** : des JOP aux festivals et courses outdoor des territoires.
- **La location de vélo.**

5 bonnes raisons de venir au Congrès :

- Pour **optimiser** votre activité économique.
- Pour **diversifier** votre activité et/ou muscler votre potentiel touristique.
- Pour **être stimulé** par une émulation collective et un événement profondément humain.
- Pour **perdre un peu de temps et en gagner** (beaucoup) par la suite.
- Pour joindre **l'utile à l'agréable**.

Ils interviendront :

Nicolas DAYOT, Président de la Fédération nationale de l'hôtellerie de plein air (FNHPA).
Grégory de RADIGUÈS, Président de l'Union des entreprises du sport et du cycle (UESC).
Virgile CAILLET, Délégué général de l'Union des entreprises du sport et du cycle (UESC).
Julien GAUTHIER, Président de la Commission Tourisme Sportif de l'Union des entreprises du Sport et du Cycle. Trésorier adjoint de la Confédération des Acteurs du Tourisme.
Xavier LE GUEN, Vice-président de Salomon.
Patrick GUINARD, Président de la Filière Économique du Vélo. Vice-Président de l'Union des entreprises du Sport et du Cycle.
Florence GALL, Déléguée générale de France Vélo.
Jean-Louis RODRIGUES (EuroSIMA – UESC Nouvelle Aquitaine), Président de l'association Européenne des Industries Action Sports.
Jacques LAJUNCOMME, Président de la Fédération française de surf (FFS).
Raphaël BLANCHARD, Maire Adjoint de Reims délégué à la Ville Active et Sportive (Ville départ Tour de France 2028). Vice-président en charge des sports du conseil départemental de la Marne.
Thomas ROUAULT, PDG fondateur de Snowleader.
Claire-Marie JAUVERT, Directrice générale Joe Bike.
Pierre BRIAND, Directeur activité vélo du groupe Sport Company.
Antony MOREL, Directeur général de Skilou.
Emmanuel GUILLET, Loueur de vélo Les Trouvillaises à Trouville-sur-Mer.
Jérôme MORTAL, Président Ultima Mobility.
Armelle SOLELHAC, Experte en stratégie de marque & ESG pour le tourisme, le sport et les loisirs.



NEW REGULATIONS IN EUROPE & FRANCE: CONCRETE INFORMATION TO TAKE THE LEAD

For companies, transitioning towards a more sustainable and responsible business model also means complying with regulations. The new specifications for Extended Producer Responsibility (EPR) for Textiles, Household Linen & Footwear (REP TLC) are about to be published.

The Refashion eco-organisation will provide an update on the latest developments, followed by the consultancy firm Cose 361, which will present a timeline of the key European regulations to watch, for which collaboration and anticipation will be essential.



**Justine
Laplaud**

IN CHARGE OF MONITORING FRENCH MEMBER ACCOUNTS FOR THEIR INTEGRATION INTO REFASHION SCHEMES

& Jade Fauvet

Justine LAPLAUD is responsible for monitoring French member accounts and supporting their integration into Refashion schemes. Refashion is the eco-organisation responsible for apparel, household linen and footwear under the Extended Producer Responsibility (EPR) framework. Its mission is to bring together and support all stakeholders, from production and consumption through to upcycling, in order to reduce impacts and create value.

Refashion: Responsibility, Circularity, Collective

Refashion is the approved eco-organisation for apparel, household linen and footwear. We ensure the prevention and end-of-life management of textiles placed on the French market by supporting collection, repair and reuse.

With Refashion, help build a more responsible fashion industry by adopting the right habits: repair, reuse, recycle, reduce. We support you in this learning process with articles, tutorials and...



**Stéphane
Popescu**

CO-FOUNDER OF THE RESPONSIBLE FASHION CONSULTANCY COSE 361

"I believe in a world where companies have a positive impact on our planet, its biodiversity and humanity. Today, this is still a vision, but I am a game changer, specialising in sustainable fashion, and my daily mission is to accelerate the ecological transition."

An expert in traceability, environmental impact and CSR strategy, he helps companies implement more responsible practices, from product design through to end-of-life. Committed to the challenges of circularity, sustainability and regulatory change, he also helps bring industry stakeholders together around collective, operational projects such as Fashion Act, the Denim Deal and DEX.

Through COSE 361, he advocates a pragmatic, collaborative and action-oriented approach to transforming apparel industry business models towards responsible fashion that generates less waste while remaining competitive in the face of evolving regulations.

"Step by step, word by word and action by action, we are building change together."

SURF SCIENCE: THE POWER OF THE SCIENTIFIC APPROACH SERVING THE SURF INDUSTRY

What if the wave became a laboratory subject? Surfing was built on empiricism: the shaper's eye, the surfer's instinct, decades of trial and error in the water. Yet for some years now, a new generation of researchers — biomechanists, materials specialists, data experts — has taken up the subject, examining technique, boards, movement and waves head-on using scientific tools.

What if we dove into their world and their way of thinking? Paul-Elie Charles (surfboard performance researcher, Wyve & University of Toulon), Victor Gager (Research Engineer at IRDL UMR CNRS 6027, Founder of TIDES Lab & Co-founder of Roundhouse Surf Co) and Brendon Ferrier (Co-founder and Academic Lead of the Surf Lab at Edinburgh Napier University) will first lay the foundations of this still-recent approach in the history of surfing.

They will then invite us to consider the opportunities and strategic levers that innovation can offer our sports. Joined on stage by two guests who will weigh these advances against the industry's economic reality, they open up a discussion on the real place today's business model leaves for scientific progress — and what that changes, concretely, for brands.

Hybrid format: three-speaker conference (20 minutes) followed by a panel discussion with 2 guests.



**Paul-Elie
Charles**

PHD CANDIDATE AT THE UNIVERSITY OF TOULON & SURF PERFORMANCE RESEARCH LEAD AT WYVE

A surfer for more than 15 years, Paul-Elie studied general engineering with one idea in mind: applying scientific tools to surfing. He moved to Anglet with the ambition of discovering the industry and spent two years becoming familiar with traditional board manufacturing, during which he built the instrumented boards for Bythewave Technologies.

In 2023, he launched a research project at Wyve in partnership with the University of Toulon, which has led him in particular to redefine the notion of performance in surfing and to study board flex in a wave pool.



**Victor
Gager**

[DR. VICTOR GAGER] RESEARCH ENGINEER AT IRDL UMR CNRS 6027, FOUNDER OF TIDES LAB & CO-FOUNDER OF ROUNDHOUSE SURF CO

With a PhD in materials science, Victor Gager began his career in the automotive industry with a CIFRE thesis on flax-fibre-reinforced composites. This materials specialty became the common thread of his career: from 2021, he applied it to surf equipment by founding TIDES Lab to develop sustainable solutions, leading him to collaborate with organisations such as Cutback Sports and the Surf Flex Lab in Australia.

Today a Research Engineer at IRDL and Co-founder of Roundhouse Surf Co, he continues to bring together research into bio-based materials and board manufacturing.



**Brendon
Ferrier**

[DR. BRENDON FERRIER]
COFOUNDER AND ACADEMIC
LEAD AT EDINBURGH NAPIER
UNIVERSITY SURF LAB

Brendon Ferrier, an Australian kneeboarder, earned a PhD in the biomechanics of aerial surfing in 2020 from Edith Cowan University in Perth, Western Australia, in collaboration with Surfing Australia's High Performance Centre.

In 2017, Brendon began discussions with Andy Hadden to set up the world's first partnership between an academic institution and a commercial wave pool, officially launched in October 2025.

In 2024, Brendon and his team at the Surf Lab helped Lost Shore acquire its first fleet of wetsuits for rental and surf lessons. A range of wetsuits was tested blind to assess their thermal properties, allowing Lost Shore to select the warmest models for Scotland's harsh winters. Since then, Brendon and the Lost Shore team have given visiting researchers and academics the chance to discover the Surf Lab, contributing to the development of surf science in a collaborative environment.

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BETWEEN FREEDOM & PERFORMANCE: FINDING THE BALANCE THAT WORKS

This year, the visual identity of the EuroSIMA Surf Summit is shaped by the work of **Arthur PICARD**: his photographs are featured on the poster and throughout the 2026 programme. To close this 25th edition, we wanted to celebrate his work by screening his latest film, *Step Up*, and inviting its central subject, **Clément ROSEYRO**, on stage.

The first European surfer to win the Tudor Nazaré Big Wave Challenge, Clément ROSEYRO has made big-wave riding one of his defining disciplines—one of many skills that have established him as an internationally recognised waterman. Yet over the past few months, we have also seen him string together some incredible free-surf sessions in Indonesia. *A new passion? New projects? Or simply a need to surf for the sheer pleasure of it, away from the demands of performance?*

These are some of the questions we'll ask him on stage, as we look back at his career, his upcoming projects, his relationship with surfing and its related disciplines, his own sense of balance, and everything that lies ahead.

STEP UP Behind the camera, Arthur PICARD delivers far more than a surf documentary: an immersive journey into the challenges of Clément's big-wave season, celebrating the perseverance of those who dare to push beyond their limits.

Let's crack open a few beers and press play on Step Up! The screening aims to be a fitting close to the intense two-day programme of our 25th EuroSIMA Surf Summit.



**Clément
Roseyro**

BIG-WAVE SURFER & WATERMAN

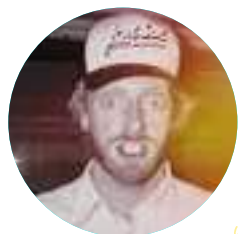
Clément Roseyro is a French big-wave surfer from Anglet on the Basque coast, though he spends much of the year based in Nazaré, Portugal. That is where he has built his reputation in one of the world's most demanding big-wave environments.

Champion of the TUDOR Nazaré Big Wave Challenge and the first European to win the event, he now represents a generation of surfers able to combine extreme commitment, technical mastery and a profound understanding of the ocean. But Clément is much more than a big-wave specialist. He is a versatile waterman, comfortable across multiple sports, from surfing and foiling to winging, with a highly physical and instinctive approach to the sea. His identity has also been shaped by a strong visual presence, with a distinctive style and an unapologetic visual signature—including the pink that has become almost iconic at Nazaré.

Today, his career is taking on an increasingly international dimension, driven by a broader ambition to become a defining figure in Nazaré. What makes his story compelling is not simply the victories or the risk, but the way he turns each season into a process of patient progression: training, waiting for the right days, confronting conditions few people can face, and then describing that world with authenticity.

Clément represents a new kind of big-wave surfer: elite athlete, waterman, distinctive personality and a deeply authentic character.

But behind the victories lies a more intimate story: that of a child from the Basque coast who was once afraid of big waves, and who chose to take on that fear and see is not as a limitation, but the starting point of his journey.



**Arthur
Picard**

FILMMAKER &
PHOTOGRAPHER

Arthur Picard



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Abim Piarol

