PRESS RELEASE

July 30t 2025, Hossegor

SAVE THE DATE : EUROSIMA SURF SUMMIT, SEPTEMBER 25 & 26 IN SEIGNOSSE (40)

Leaders, creatives, entrepreneurs and enthusiasts will come together for two days of inspiration and connection at the annual gathering of the European Action Sports industry.

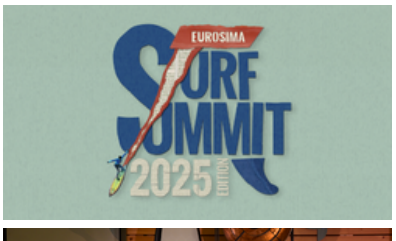
The 2025 edition of the Surf Summit is in the starting blocks. Building on the industry's current challenges and the success of previous editions, EuroSIMA's must-attend event is back again this year with a rich and inspiring program. Over two days, conferences, round tables and keynotes will enable us to creatively rethink growth models, strengthen our ties with our communities, integrate sustainability as a strategic lever and embrace technological innovation without losing our DNA.

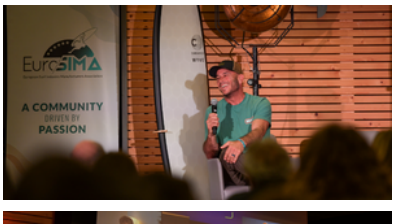
This 2025 edition will be based on 4 major pillars for structuring meetings and exchanges:

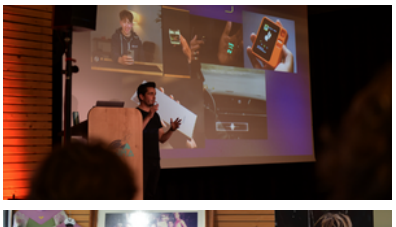
- **Models & Brand Identity**: creating meaning in order to exist - *Be bold*
- **Eco-thinking**: making commitment an engine for growth - *Be impact-driven*
- **Communities & Culture**: building links in a fragmented world - *Be meaningful*
- **Innovation, Tech & Experience**: staying one step ahead - *Be ahead*

A global experience for the entire industry

In addition to conferences and round tables, the EuroSIMA Surf Summit features a workshop, networking opportunities, an official evening at the “70 Hectares et l'Océan” Hotel, an exhibition of innovations in the Surfing Lounge and the prize-giving ceremony for the Call for Innovation Projects.







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July 30t 2025, Hossegor

French artist Ciel Glue signs the 2025 universe

French artist Ciel Glue (César L. aka Ciel Glue), whose sensitive, poetic collages celebrate surf culture and the sensation of pure glide, has signed the poster and graphic universe for this edition. A gentle, timeless artistic universe, perfectly embodying the spirit of this 2025 edition.

Registrations for the Surf Summit are now open at eurosima.com/surf-summit/edition-2025.

The full program will be announced in due course.

PRACTICAL INFO:

EUROSIMA Surf Summit
Thursday September 25 and Friday September 26, 2025
Belambra Club, les Estagnots

ADDITIONAL RESOURCES:

EuroSIMA Web article

Press kit and resources (photos, visuals)

PRESS CONTACT

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About EuroSIMA

EuroSIMA, at the heart of the European board sports industry

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

Know more about EuroSIMA

WHAT'S EUROSIMA 2025

EUROPEAN SURF INDUSTRY MEMBERS ASSOCIATION

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