



Successful 1st edition of the Urban Sports Summit

Hurricane organised the very first Urban Sports Summit where major brands, host cities and sporting bodies met on May 29th and 30th. It was 2 days of conferences and experiences at FISE Montpellier, the worlds biggest action sports festival.

Around 100 delegates and 20+ world class speakers were present to take part in panel discussions, including the origins of urban sports festivals and the future of urban sports.

Hervé ANDRE-BENOIT, FISE Founder and Hurricane Group CEO, expressed his passion for Urban Sports and his philosophy of "sharing is caring." He reinforced his commitment to developing the athletes involved in the sports and his vision for the future of Urban Sports.

Jean-Luc MEISSONNIER, Vice President at Montpellier Méditerranée Métropole in charge of sports in the region, talked about using FISE as a tool to communicate with locals throughout the year, by providing grassroots Urban Sports events.

Thierry BORRA, Former Director of Olympic Games Management at Coca-Cola, highlighted

the importance of creating relevant content targeted at millennials. Hurricane partnered with SponsorshipX the live action marketing conference to organize brands sessions with Jabra, Siemens, Unilever etc.

The GAISF, UCI, IFSC and WDSF expressed the importance of working with experts in all aspects of Urban Sports.

Morinari WATANABE, FIG-JUSC President, concluded the Summit. He talked about his delight at seeing how athletes in urban sports still keep the passion, fun and enjoyment that made them take up their sports, throughout their careers and beyond. He transmitted his desire to see this philosophy taken into traditional sports.

After a great 2 day Summit we now look forward to enjoying the rest of FISE Montpellier.

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