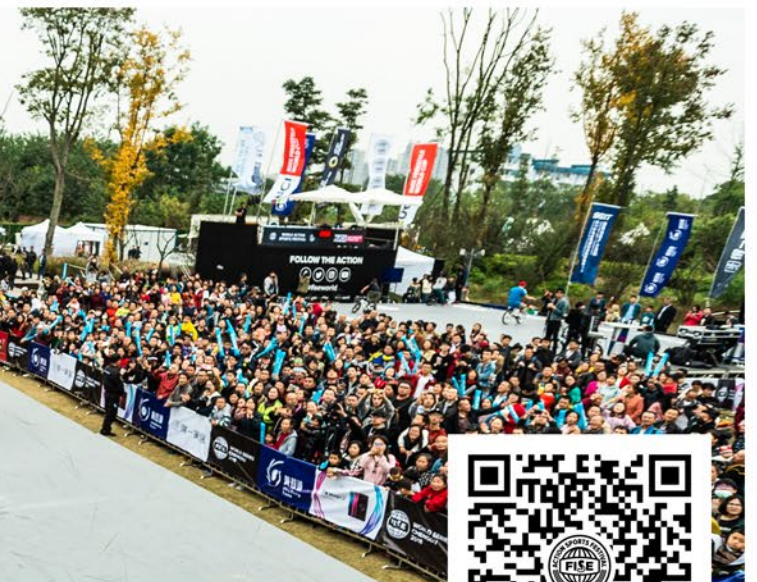




PRESENTED BY **HONOR**



**OCT. 31 – NOV. 3, 2019**  
**QINGSHUI RIVER CITY PARK**  
**PIDU DISTRICT**  
**OFFICIAL MEDIA GUIDE**



[WWW.FISEWORLD SERIES.COM](http://WWW.FISEWORLD SERIES.COM)



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# FISE World Series 2019 Action Sports Festival

FWS, presented by Honor, is an international, multidisciplinary tour that brings together the very best riders, including those in BMX Freestyle Park, Flatland and Dirt, Skateboard, Roller Freestyle, Wakeboard, and Parkour.

Each year, over 2,900 amateurs and professionals from over 40 countries take part in the tour, which is hosted in iconic cities that are well-known for their support of young people and sport. With the global expansion of action sports, FISE events are enjoying solid growth, especially among millennials. The Festival's vibrant atmosphere always draws large crowds – cultivated by dedicated host organisations and inspirational local and international athlete ambassadors. Building on the success of previous years, each stage of competition offers additional activities so visitors can enjoy a complete Festival experience. Demonstrations and introductory sessions have helped popularise urban sports, and we see continued growth in follower numbers and the influence of alternative sports on culture.

## Raising the international profile of Action Sports

FISE has teamed up with several International Federations to enable official World Cups to be held at various stages of the tour. For the fourth year, spectators can watch the UCI Freestyle Park BMX World Cup alongside the second season of the UCI BMX Flatland World Cup. In addition, FISE is home to stages of FIG Parkour and WS Roller Freestyle World Cups for the second year, the results of which are based on general rankings esta-

blished by points gained at each stage. These 'double stakes' give FWS competitions an even sharper edge for the riders. This March, the tour was preceded by the special invite-only "Battle of the Champions" in Al Ahsa, Saudi Arabia. The first official stage of the season was held in Hiroshima, Japan in April, moving on to Montpellier in May and will end in Chengdu, China at the end of October/beginning of November.



## FISE World Series 2019 Stops in 3 Countries

**HIROSHIMA, Japan**  
April 19–21

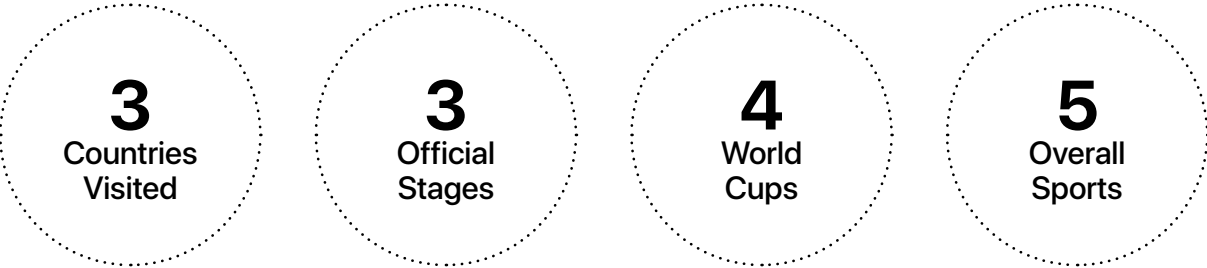
—  
**MONTPELLIER, France**  
May 29 – June 2

—  
**CHENGDU, China**  
October 31 – November 3



# FISE World Series

## A few numbers



	<b>€400,000+</b> Prize Money
	<b>15,400,000+</b> Video views
	<b>1,027,000+</b> Spectators
	<b>2,922</b> Athletes Participated





# Chengdu, The City of Recreation and Gourmet

Chengdu is the capital city of Sichuan Province, and located at western part of Sichuan Basin. With its mild climate and copious natural resources, Chengdu has enjoyed a reputation as the “Land of Abundance” since ancient times.

Chengdu is regarded as one of the country’s most important historical cities and is one of the ten famous ancient capital cities in China. It was the birthplace of ancient “SHU” culture which can be dated back to over 3000 years ago. Nowadays, Chengdu plays an important role as the central city in western China pushing advances in fields such as technology, commerce, finance, transport and communication.

Chengdu has been sister city with Montpellier for 38 years and has been holding FISE events for the last 5 years. This year we return to a new part of the city the up and coming Pidu District, which is about 30km West from of the Centre of Chengdu.





## Things to do in Chengdu

- 1 There are more than 5000 tea houses in the city of Chengdu try sipping a cup of covered-bowl Tea with a sense of jasmine in one of these traditional houses.
- 2 Enjoy a feast of famous Hot Pot in one of more than 10,000 hot pot restaurants in Chengdu.
- 3 Visit the world’s largest individual building – The Global Center.
- 4 Go to Kuixinglou Street at dinner time and enjoy a taste of the most sort after spicy ChuanChuan in Chengdu.
- 5 If you are fortunate to visit Chengdu in autumn, take a walk in Jinli West Road or the campus of University of Electronic Science and Technology of China to enjoy the stunning views of golden ginkgo leaves falling.
- 6 If you are interested in ancient history check out the Wuhou Shrine and JinSha Site Museum.
- 7 Learn about the development of Chinese Religions by visiting Da’ci Temple & Wenshuyuan Temple for Buddhism in the center of Chengdu, and Qingyang Palace for Taoism. Also the origin of Taoism could be found on Qingcheng Mountain.





# Sports areas & Disciplines

	<b>Freestyle Park</b> FISE Freestyle Park covers an area of 1500m2 and is made up of iron and wood structures. These are oversized to meet the needs of the pros while maintaining the various lines for amateurs to enjoy as well.
	<b>Street Park</b> Benches, ramps and steps complete the boxes and quarter pipes to create a versatile and diverse Street area. The aim is to create a space that replicates urban architecture, so that riders can create the kind of lines they thrive on in their own cities.
	<b>Flatland</b> Always located so it can be seen by as many spectators as possible, the FISE Flatland looks like a theatre stage. It offers optimal views for spectators who can get up close to where the riders perform.
	<b>Dirt Trail</b> Built exclusively from earth, the Dirt Trail sets out a series of humps from start to finish. The height varies between 1 and 5 metres depending on where they are placed, and they're set out so riders can maintain their speed.



## UCI BMX Freestyle Park World Cup

One of the most exciting FISE disciplines, BMX Freestyle Park is characterised by aerial tricks made possible by the shape of the structures and speed of the riders. While the technicality of the tricks is very important to the scoring, other criteria such as the use of the whole Park and the originality of the chosen lines are also key components of the scoring system. The sport makes its Olympic debut at the Tokyo 2020 Olympics.



## WS Roller Freestyle Park World Cup

Roller Freestyle Park athletes are able to achieve maximum speed during their runs, which enables them to string together impressive aerial tricks and slick grinds. Each run is judged on the individuality of the riders run as well as their technical skills and range. Since the sport's launch, its followers have been committed to preserving its essence and promoting its lifestyle.





# Skateboard Street

Initially a simple way to get about, Skateboard expanded in the '80s to become the popular sport it is today. The influence of its way of life emanates across all cultural fields, and the sport continues to expand thanks to its inclusion in the Tokyo 2020 Olympics. Riders create runs where tricks and commitment count as much as versatility of their lines.



# Scooter Freestyle Park

Scooter Freestyle is one of the newest action sports. Across the world, an increasing number of people are riding scooters on the streets and in parks. Despite being a relatively new sport, riders are already pushing it to new heights. For the most part, tricks are inspired by BMX as the handlebars and two wheels are often similar in both sports. Nonetheless, riders do occasionally take inspiration from Skateboard!



# BMX Dirt

Whether on a «homemade» track at the bottom of the garden or on one specially created for international competition, BMX DIRT harks back to the discipline's authentic values. The judges may consider the runs of each rider according to their range and successful tricks, but it's style and the impression left on the audience that take precedence over pure technicality.



# UCI BMX Flatland World Cup

The simplicity of a flat surface and the creativity provided by 20-inch bikes make BMX Flatland the most artistic urban sports discipline. Riders combine skill, balance and creativity to perform a kind of dance with their bike; the subtlety of each trick and overall aesthetics of the run always count in the scoring. Placed at the heart of each Festival, this competition has quickly become a staple of FISE.



# FISE World Series Hiroshima 2019 Rankings







The 2018 season produced many shocks and surprises and the top 3 in all sports was constantly changing. From the opening in Hiroshima, then on to Montpellier, Edmonton and finally Chengdu, riders battled to gain their invitation to the 2019 tour.

In April, the city of Hiroshima in Japan proved to be the perfect place to host the first stage of FWS 2019. In every discipline, and in both men's and women's categories, international riders were seriously challenged by the impressive level of their hosts whose riders made it onto several podiums. Some of them also gained their invitation to compete at FISE Montpellier. The biggest party of the season increased the stakes for riders in all sports and some outstanding performances made

it even tighter the rankings. It's now time for the traditional closing of the action sports season in Chengdu. For years, China has been known as the not-to-be-missed event of the season and we will wrap this 6th FWS edition with a huge grand finale. It's not only the competitions riders are looking forward to as Chengdu has some incredible street spots, which promise some gnarly sessions as well. With all that to look forward to it's sure to be an incredible end to 2019.



## UCI BMX FREESTYLE PARK WORLD CUP – MEN

1	Logan MARTIN	Age 25	 Australia
2	Justin DOWELL	Age 19	 USA
3	Rim NAKAMURA	Age 17	 Japan
4	Irek RIZAEV	Age 21	 Russia
5	Brandon LOUPOS	Age 26	 Australia
6	Nick BRUCE	Age 27	 USA



Logan MARTIN

A few years ago, a FISE event in Paris welcomed this young Australian to international competition, where he won his first victory on the world circuit. Since then, this global BMX Freestyle prodigy has been on the podium of almost every event he has participated in. Technical and committed, this FWS 2016 winner is doing everything he possibly can at each stage of the 2019 tour to retrieve the title.



Justin DOWELL

At only 19 years old he has already achieved one of his biggest dreams by winning at FISE Montpellier. This rider from North Carolina is also the current UCI Champion, thanks to his victory last November. It seems that the rainbow jersey has given wings to this rookie, who is also super at ease on a Spine mini ramp. His lines are always unique at each contest, and his originality consistently brings him to the top of the rankings.



Rim NAKAMURA

From the early stages of his career, Rim has been hailed as one of the future stars of this discipline. At just 17 years of age, he began the 2019 season to great fanfare with a prestigious 2nd place at FISE Hiroshima where he landed trick after trick, including a 5-figure combo. After this performance, he secured one of the top spots in Montpellier and is now sharing the second spot with another gnarly rookie.





UCI BMX FREESTYLE PARK WORLD CUP – WOMEN

1	Hannah ROBERT	Age 18	USA
2	Perris BENEGAS	Age 24	USA
3	Lara LESSMANN	Age 19	Germany
4	Minato OIKE	Age 22	Japan
5	Chelsea WOFLE	Age 26	USA
6	Nikita DUCARROZ	Age 23	Switzerland



Hannah ROBERT

At only 18 years of age, and winner of the 2017 and 2018 FWS tours, Hannah has already asserted her position this season. As modest as she is passionate, this American has devoted herself to BMX from a very young age, and this shows in the technicality of her tricks and the range of her riding. She is well-known for landing massive flairs and many see her as the future of women's BMX.



Perris BENEGAS

This American is one of the talented female athletes pushing the growth of her sport. Perris' riding style is super slick and her lines are all about style and amplitude. Having been injured during training at last year's FISE Montpellier she has come back with a bang this season. The current UCI BMX World Champion also has a history of being a champion of... Thai Boxing!



Lara LESSMANN

Originally from Flensburg, Germany, Lara started BMX aged 9, initially influenced by her brother. She is a young athlete who imposes rigorous training on herself and is definitely one to watch closely. Her perfectionism won her the sport's first Olympic medal at the 2018 Youth Olympic Games in Buenos Aires, as well as the first place at FISE Budapest 2017. She is currently running through Europe to grab some points toward Tokyo 2020.



WS ROLLER FREESTYLE WORLD CUP – MEN

1	Joe ATKINSON	Age 27	 United-Kingdom
2	Roman ABRATE	Age 31	 France
3	Jeremy MELIQUE	Age 26	 France
4	Jaro FRIJN	Age 18	 Netherlands
5	Yuma BAUDOIN	Age 21	 France
6	CJ WELLSMORE	Age 31	 Australia



Joe ATKINSON

To get some idea of Joe’s inexhaustible inventiveness, just take a look at his Instagram account (@mrjoeatkinson) and admire his selection of ever-more unusual spots. His combination of original lines and clean tricks make for the perfect combo to take gold. In 2018, he triumphed with 1st place in both the FISE Xperience Series tour and its global equivalent, FISE World Series.



Roman ABRATE






This French rider proved a skate park revelation 15 years ago, and his French championship victory 1 year later confirmed his talent. He is the first ever Roller Freestyle World Champion, winning the FIRS Roller Games Championship in Nankin in 2017. He is one of the rare Roller riders who makes a living from his passion. He is always active in the media, developing the global outreach of his sport. It is no surprise to see his name alongside FWS top riders.



Jeremy MELIQUE

2019 seems to be Jeremy Melique’s year. In the same month he became new dad and winner of at FISE Montpellier. This easy-going guy from Nice couldn’t have started the season in a better way. With a riding style that is particularly technical, he drops most of his tricks with a great amplitude. Nowadays called “Papa Melique” by the other riders, he is waiting for Chengdu to get another chance to reach the top in the overall rankings.

WS ROLLER FREESTYLE WORLD CUP – WOMEN

1	Manon DERRIEN	Age 26	 France
2	Chihiro AZUMA	Age 23	 Japan
3	Maria MUÑOZ	Age 29	 Spain
4	Katayama MISAKI	Age 17	 Japan
5	Lisa Mary AUTHIÉ	Age 23	 France
6	Inoue CHIE	Age 28	 Japan



Manon DERRIEN

Born in Bordeaux, Manon is one of the best riders on the world Roller scene. For the last 10 years, she has been hitting the rails with quick, fluid runs which have resulted in several international competition podium places. In 2018, she took 1st place on the FWS tour, and has started this year with a respectable 3rd place at Winter-clash. After many victories through the 2019 season, it’s time to wrap it in Chengdu.



Chihiro AZUMA

Born in Okayama, Japan she began rollerblading at the tender age of 5 years old. Widely regarded as one of the best female Roller riders around, this 23-year-old Japanese rider consistently takes the top honours at competitions around the world and is the current female FIRS World Champion in Roller Freestyle Park. She has a laidback effortless style when skating and looks as at home on parks as she does on street spots.



Maria MUÑOZ

Every rider will tell you that victory at FISE Montpellier is extra special, as Maria discovered last year. This charismatic rider takes advantage of the year-round sunshine in Spain to jump on any street rail she can find and presents the most technical tricks of anyone in the women’s category. After taking 2nd place at FISE Hiroshima earlier in the season, we can’t wait to see her in Montpellier.





UCI BMX FLATLAND WORLD CUP – MEN

1	Dominik NEKOLNY	Age 33	Czech Republic
2	Matthias DANDOIS	Age 30	France
3	Sasaki MOTO	Age 34	Japan
4	Alex JUMELIN	Age 41	France
5	Benjamin HUDSON	Age 23	Chile
6	Terry ADAMS	Age 35	USA



Dominik NEKOLNY

This Czech rider entered the FWS this year and has blown everyone away with his fluidity and tricks. Dominik’s rolling backwards and cross-footed hitchhikers, with all their numerous technical combos, never fail to thrill the public. At 33, he is one of the most experienced and accomplished riders, with a pocket full of national and world championship crowns. He knows how to put everthing together to secure the top spots.



Matthias DANDOIS

This charismatic Parisian rider rides with style and passion pushing himself constantly to try new things. He often takes inspiration from street riding which keeps his runs unpredictable and fresh. He has been at the top of the BMX flatland scene for years. A regular on the podium at FISE competitions, his style earned him victory in the UCI 2018 World Cup. He placed second in the two previous stops and he could grab the lead on the final one.



Sasaki MOTO

Some consider Japan as the cradle of BMX Flatland so it is not a surprise so many riders from this country are now at the top of the international scene. As a legend of his sport, Sasaki is one of them and he keeps on working really hard to push the limit of his sport. Discreet and humble, he rides with a technical riding style and he drops tricks with simplicity.





## UCI BMX FLATLAND WORLD CUP – WOMEN

1	Misaki KATAGIRI	Age 27	Japan
2	Irina SADOVNIK	Age 35	Austria
3	Céline VAES	Age 32	France
4	Ekaterina KRUGLOVA	Age 24	Russia
5	Julia PREUSS	Age 29	Germany
6	Aya NAGAISHI	Age 27	Japan



### Misaki KATAGIRI

Misaki is humble, unobtrusive and very attached to her home country of Japan. She is also undeniably an athlete who rocked FWS 2018, collecting gold at every single stop thanks to her increasingly sophisticated runs. Her good humour and flawless tricks have won her many crowns. The 2019 tour started in the best way for her with a win at FISE Hiroshima.



### Irina SADOVNIK

Despite her experience, this 36-year-old woman from Vienna is always keen to learn new tricks and to progress further. Irina attended FWS Hiroshima for the first time and won a magnificent 2nd place, making her one of the favourites for the overall title. Whether doing a Viennese waltz or a dance with her BMX on the Flatland area, this Austrian adds cultural grace to every run.



### Céline VAES

Celine discovered her passion for Flatland later than most of her peers. She is currently studying the discipline at the FISE Flat Academy in Baillargues. With Alex Jumelin as her coach and Raphael Chiquet as her husband she has the best support ever to improve her riding skills and it is clear she is a fast learner. Nowadays she rides as much as she can and there is hardly a day she's not on her bike.





## SKATEBOARD STREET

1	Ike KEYAKI	Age 18	Japan
2	Ke'Chaud JOHNSON	Age 31	USA
3	Richard TURY	Age 26	Slovakia
4	Ryo SAGAWA	Age 19	Japan
5	Brandon VALJALO	Age 21	South Africa
6	Simon STRICKER	Age 27	Switzerland



### Ike KEYAKI

IKE appears on his Instagram account as an unusual and often quirky smiling character, but he leaves no room for anything unexpected when he rides. Selected for Japan's national team, he won gold at last year's Asian Games. He produced some huge tricks – including the hurricane switch, the frontside nosegrind, and the front switch feeble grind – to earn a very respectable 2nd place at FISE Hiroshima and Montpellier.



### Ke'chaud JOHNSON

Huge speed, a big smile, and amazing talent. The American skateboarder took his time to get the “pro” distinction but Ke'Chaud Johnson didn't wait to ride with a unique style. An insane, flawless second run coming straight from hell got him the gold in Montpellier! Only a few points separate him from the top spot and the FWS 2019 title so we can be sure to see big things from him in Chengdu.



### Richard TURY

This laid-back 26 year old Slovakian skateboarder, aka Riso, started to ride with some friends when he was 6 years old. His talent rapidly took him to pro level, and he is famous for his variety of tricks. His laid back style of riding seasoned with flawless lines built his reputation. Twice second in 2018, he wrapped up the season with the gold in Chengdu, to be crowned the overall FWS 2018 winner.



# Women in the spotlight

As more and more women joined the Parks, an increasing number of them progressed to every stage of FISE World Series.

Their committed runs went over and above to offer the crowds some exceptional performances. With each edition, their development has continued, and the public is ever more aware of their participation. This year, women are in the spotlight as their sports expand across the world. Let's zoom in on some of the leading female athletes at FISE Chengdu!

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## Laury PEREZ

BMX Freestyle | Age 15 – France

Just after starting Scooter, this young Sérignaise discovered BMX. Adept at 360s, she loves big spines and trains every night after school to perfect new tricks. Thanks to strong family support, she hasn't missed a single stage of the FISE Xperience Series tour and has even been found on the ramps of the last stages of FISE World Series.

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## Nikita DUCARROZ

BMX Freestyle | Age 23 – Switzerland

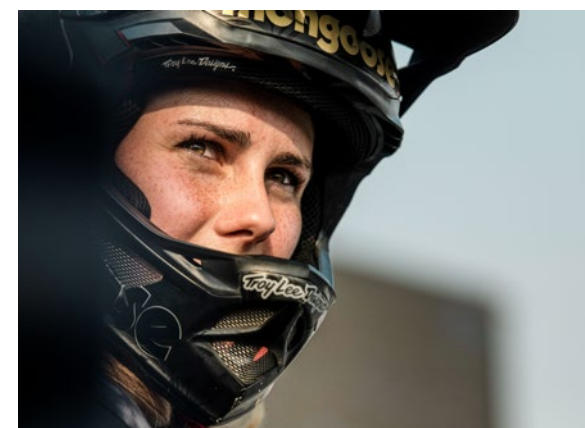
Half Swiss, half American, this dynamic 23-year-old now lives in California, an ideal place because of its many Parks. For the past 8 years, Nikita has been madly keen on pedalling her 20-inch bike – as intense on a funbox as when promoting her discipline. She's extremely active on social media and works hard to increase the visibility of women in the world of BMX Freestyle.

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## Nina BUITRAGO

BMX Freestyle | Age 38 – USA

Nina is an iconic rider on the world BMX scene. Representative of female riders for UCI, she has recently been nominated by ESPN as one of the 20 toughest women in action sport. She demonstrates a passion for her role in women's BMX through her performances. Although Colorado might be her favourite place to ride, she has no problem leaving it for competitions around the world where she can showcase her skills.





# A little Vocabulary

## "Freestyle", "Urban Sports", "Action Sports", ... What are they ?

These terms are all generic to sport disciplines that defy gravity and involve urban elements. The practitioners («riders») move away from the primary use of their means of locomotion (Skateboard, Bike, Roller...) by adapting to the structures of their environment («spots»), and at the same time performing tricks. Freedom, passion, and pushing one’s limits are the common values of Freestyle disciplines, where unrestrained expression of rolling or riding («style») is an integral part of practice. The development of physical abilities, challenging boundaries, asserting personality, broadening creativity, travelling to meet peers, and, of course, breaking free from the rules that surround more traditional sports, are some of the many motivations which drive each session.

### Some details

The tour disciplines are distinguished from «extreme sports» which are often practised in natural environments over which the rider has no control. Challenging the elements produces its own particular risks in «extreme» conditions which only the elite can confront. We also try and avoid the term «sliding sports» since in most cases the practitioners are riding! Equally ambitious, «urban sports» or «action sports» have benefitted from the development of urban areas as a playground – now a spot of choice, it no longer poses a danger in itself. It is the commitment to get ahead and the technicality of the tricks realised that count; each rider can express themselves in a different way but in the same place. Even in sessions where there are several levels of practitioner, everyone can use the space as they see fit – the very essence of Freestyle!

### Glossary of Acronyms

<b>FISE</b>	Festival International des Sports Extrêmes
<b>FWS</b>	FISE World Series
<b>FXS</b>	FISE Xperience Series
<b>FES</b>	FISE European Series
<b>UCI</b>	Union Cycliste Internationale
<b>FIG</b>	Fédération Internationale de Gymnastique
<b>WS</b>	World Skate
<b>WDSF</b>	World Dance Sport Federation
<b>FFC</b>	Fédération Française de Cyclisme
<b>FFD</b>	Fédération Française de Danse
<b>JO</b>	Jeux Olympiques



## How are the Athletes judged?

Athletes are judged on each ride («run»), whether on a start-up line or when they have time-limited free space. On specially prepared modules, they carry out movements which are evaluated according to difficulty, quality of realisation, originality, and use of space. Another key criteria is the overall impression of the run, generally judged according to the style, fluidity and commitment of the rider. Judges are always practitioners of the discipline, recognised as specialists capable of appreciating the intricacies of each run.



# Competitions... and much more!

Every stage of FWS has much to enjoy outside of just a packed schedule of sports.

An entire community of riders, organisers, DJs, speakers, judges, participants and partners live the adventure that is the FWS. Sporting values are what bring people of all ages and levels of experience together at

each stage of the tour. Although the competition events are the highlights, spectators can also take advantage of the many other activities on offer as they immerse themselves in the Festival atmosphere.



## Activities

The Festival is above all a friendly way to discover the culture of action sports outside just competitions. Everyone can benefit from the exhibitors' villages which reflects the FISE world. Take a look at what the stalls have on offer: test sports products or equipment, tattooing, refreshments, clothing, accessories...

## Demonstrations

It's a great opportunity for the public to discover new disciplines through demonstrations by passionate athletes who are keen to showcase their sports.

## Introductory Sessions

The most curious spectators can safely try out disciplines offered by specialist instructors. All the gear, safety equipment, and supervision by a professional, are free of charge.

## Competitions

Alongside official competitions, riders can participate in different types of contests. This makes it possible to bring together riders in the various disciplines to challenge each other for prize money or the many partners. There are plenty of examples: during a Best Tricks Competition, some elements of a classic Skatepark are selected and riders try to achieve their best figures on each of them. In an OUT contest, the first to succeed chooses a trick, and the following riders have three tries to surpass the leader.





# The Impact of FISE on the local Economy

Long considered alternative the popularity of action sports has seen rapid growth over the last few years.

Their growing popularity was initially supported by niche markets, whose driving force came from the passion of the riders. However, with their recent introduction to the Tokyo 2020 Olympics programme, the sports are on the cusp of a media explosion.

The strength of action sports remains their exclusive positioning in the community. This attracts new partners looking for original stories, who find that their values and concepts are similar to those promoted by the emerging

disciplines. These partners enhance their mutual interest through various approaches such as sponsorship, marketing campaigns, etc. In addition to the benefits for public and private stakeholders, large events provide many local economic opportunities. Thanks to its involvement in the Chengdu city, the Festival's reputation in action sports circles is accompanied by strong local integration. Here are some examples that illustrate the dynamics of these expanding urban disciplines.



## FISE Academy – Chengdu

In December 2018, FISE Academy Chengdu was officially launched with a dedicated action sport park built by Hurricane Parks, which is the very first international standard action sport park in the region. FISE Academy Chengdu has already gained 164 registered students, and has been involved training no less than 2600 people in the most popular action sports such as skateboard, BMX freestyle.

### World Skateboard Day

On June 21st, FISE China celebrated the annual «World Skateboard Day» with local skateboarders in the form of an «After Party».

### Mini Challenge

With the help of our sponsors, the students of the school organized the skateboard and BMX challenge.

### International BMX Day

On July 20th, FISE China celebrated this special day with local riders. On the site, we had enthusiastic idea exchanges, passionate performances, teams painting the streets to show their love for BMX, and young students from FISE academy learning from the seniors.



## FISE Academy Training Programs

**BMX**  
BMX Freestyle  
(Tokyo 2020 Olympic Games),  
BMX Flatland.

**SKATEBOARDING**  
Skateboard Street  
(Tokyo 2020 Olympic Games).

**OTHER ACTIVITIES**  
Kitesurfing, Wakeboarding.



# Hurricane, Innovative Urban Sports & Entertainment Group

FISE is the flagship brand of Hurricane Group, a leading urban sports company with 20 years of experience.

Hurricane’s key event is FISE Montpellier, which attracts more than 600,000 spectators to watch Skateboard, BMX Freestyle, Roller Freestyle, Wakeboard, Parkour and much else... In partnership with international sports federations, Hurricane and FISE are proud to have contributed to the creation and development of new youth-focused sports events that are now part of the Olympic programme.

## The Group

Hurricane Group is a communications agency that specialises in urban sports and offers global expertise in all aspects of event management, communication and infrastructure provision.

<b>60 Employees</b> worldwide
<b>400 Events</b> organised since 1997
<b>100 Millions fans</b> reached via social networks
<b>1 Million Visitors</b> per year to the Group’s events

## Expertise

360° expertise across five departments (Events, Creative, Parks, Talents, and Media) to work with brands in a communication and engagement strategy targeted specifically at 15–25 year – an ultra-connected audience looking for new experiences and extreme content.

- Events** – Unique Events
- Creative** – Digital applied to Action Sports
- Parks** – Street-inspired parks
- Talents** – Development of new talent
- Media** – Strong, multi-media, tailor-made content





# Hurricane, Innovative Urban Sports & Entertainment Group

## Hurricane Parks & Hurricane Tracks Reference Sports Areas

From the early years of the Festival, it was necessary to bring the production of sports areas in-house.

As a result, a separate entity within the Hurricane Group – its Parks Department – designs, manufactures and assembles all structures «by riders, for riders». Participants benefit from the expertise of the Department's members as all are practitioners of at least one action sports discipline. This guarantees the quality of the Park and ensures new riders are attracted to the Festival. The Department's international reputation has also led to partnerships with some of

the largest federations, e.g. the International Cycling Union (UCI), World Skate (WS), and the International Federation of Gymnastics (FIG). The Parks Department is divided into two teams: one is responsible for the modular parks assembled at the events; the other installs sustainable structures for cities or private clients. They are complemented by a third newly developed group, Hurricane Tracks, positioned within the Pump-track and BMX race track markets.

URBAN  
SPORTS  
SUMMIT

## Urban Sports Summit 1st November 2019, at Chengdu

After a great first event in May, Hurricane is organising the inaugural Urban Sports Summit as part of FISE Chengdu. This includes conferences devoted to market participants, the international sports bodies, and cities hosting sports events. On the 1st of November, Hurricane will bring together a panel of experts to present their vision for urban sports development.



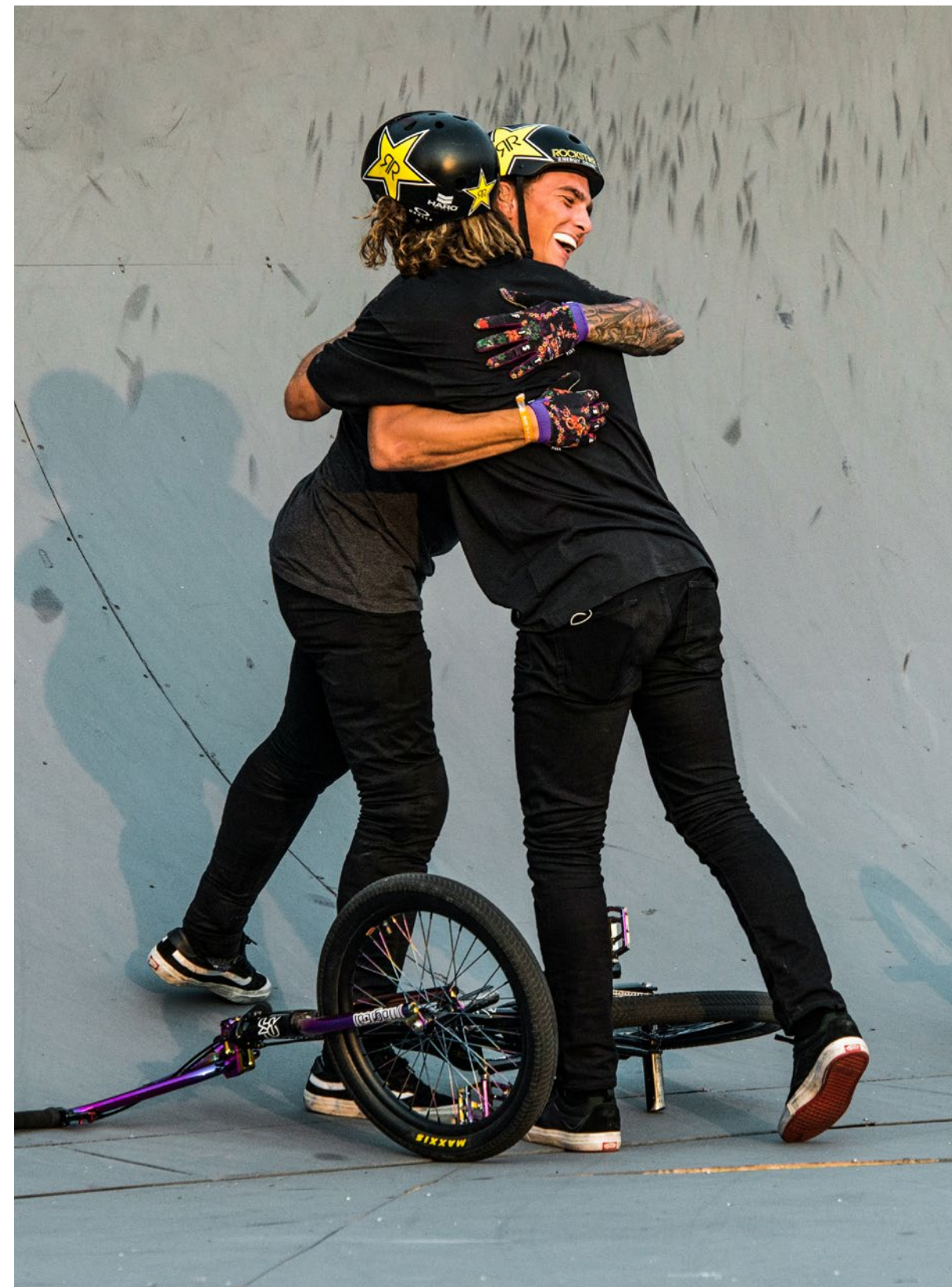


# HONOR, Presenting partner

Founded in 2013, HONOR is part of the Huawei Consumer Business Group's dual-brand strategy.

As well as achieving shared progress with our partners, HONOR takes advantage of Huawei's accumulated expertise in ICT fields, creating trendsetting smartphones for young people around the world. By adopting an Internet-based, asset-light business model, revenue has soared to over 10 billion USD in the last five years. As a result, HONOR is now the largest mobile phone e-Brand in China.

In 2018, HONOR started to expand internationally, achieving outstanding results in overseas markets with 170% year-on-year growth. However, this is just the beginning. Now facing a polarized market in China, HONOR's dual-brand strategy with Huawei will help boost awareness and break into new markets globally. By updating the brand, we hope to take on the world with a fresh new TechChic look and feel. We also expect to be within top five smartphone brands internationally in the next three years and the top three in the next five.





# Live TV



Competitions are also available throughout the week on [fise.tv](http://fise.tv) and live on the official FISE Facebook page. International distribution is provided by IMG and includes a network of around 50 broadcasters in approximately 120 countries.

All LIVE on

[www.fise.tv](http://www.fise.tv)  
[@fise.official](https://www.facebook.com/fise.official)

**About d’IMG**

IMG is a world leader in sport, events, media and fashion marketing. The company operates in more than 25 countries, representing and managing some of the world’s leading sports figures and fashion icons. IMG, by staging hundreds of live events each year, is one of the biggest independent producers and distributors of sports media.

# Practical Information

- Media Accreditation**

Media accreditation applications are available on FISE Newsroom by clicking on the event that interests you. The forms are personalised and must include individual contact details. They are not transferable.
- Permission to film**

All requests to film must be authorised by our media department. Please send applications to Marie Rolland ([marie.r@hurcn.com](mailto:marie.r@hurcn.com)) and specify precisely the nature of the project, the broadcaster(s), prospective producers and partners. Without such specific request, the department reserves the right to refuse accreditation.
- Press – Newsroom**

[newsroom.fise.fr](http://newsroom.fise.fr)

# Connect on Social

**Videos**

Available every day on YOUTUBE: FISE

**Facebook**

Official FISE page: [@fise.official](https://www.facebook.com/fise.official)

**Twitter**

[@fiseworld](https://twitter.com/fiseworld) #FISEWorld #FISEChengdu

**Instagram**

[@fiseworld](https://www.instagram.com/fiseworld) #FISEWorld #FISEChengdu

**LIVE Webcast**

Visit us every day on [fise.tv](http://fise.tv) and our official Facebook page to follow FISE live and on replay. Stay tuned!

**FISE.fr**

All the results, practical information, videos, photos, news, calendar and event planning in real time.

DEVELOPPÉ BY **CHOOSIT!**



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