



CHENGDU
OCT. 31 – NOV. 3, 2019

PRESENTED BY
HONOR

FISEWORLD SERIES.COM

Hurricane Group

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.

- 60 employees worldwide
- 400 events organised since 1997
- 100 million fans reached via social networks
- 1 million visitors 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



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Hurricane & FISE

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.

HURRICANE PARKS & HURRICANE TRACKS

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 Pumptrack and BMX race track markets.

ACTION SPORTS SUMMIT – 1 NOVEMBER 2019 AT CHENGDU

After a great first event in May, Hurricane is organising the inaugural Action 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.