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EUROPEAN OUTDOOR SUMMIT

BARCELONA
29 - 30 SEPT 2016

AN INDUSTRY IN EVOLUTION

This year's European Outdoor Summit will be hosted on the 29th & 30th September at the Crowne Plaza hotel, Montjuic, Barcelona.

Focusing on specific themes, with a European-wide emphasis on topics related to industry needs and key strategic issues facing the sector.

€600 to be inspired, meet the right people and listen to some truly insightful speakers at THE European Outdoor Industry Networking Event

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KEYNOTE SPEAKERS



JENS NYMAND CHRISTENSEN

Deputy Director-General for Education and Culture – European Commission

Jens will be speaking on the huge importance of a physically active population in the Member States and on the tools developed at EU level to promote sport and physical activity.



RICK RIDGEWAY

Vice President of Public Engagement - Patagonia

Rick will be offering a valuable insight into Patagonia's very distinct and non-traditional, yet highly successful approach to CSR; demonstrating how some of these practices can be implemented by all companies to provide real and tangible value.



FREDERIC HUFKENS

CEO & Chairman - A.S.Adventure Group

Rapid changes in both technology and consumer preference have altered so many of the established concepts of retail that it is time for the industry to re-look at what is possible and work together to identify opportunities for the future. Frédéric's presentation, 'The future of Outdoor Retailing', will discuss choices that need to be made and how looking at the options that are progressive and positive could make outdoor retail a significantly differentiated sector.



MARC REUSS

EVP Global Human Resources - Convatec

As the outdoor industry evolves, the need to embed a more sophisticated approach to what is often our most important resource will increase. Marc will address talent management, development, leadership, culture impacts and what he sees as the challenges we face in the future and how to approach implementing a talent philosophy.



ANDERS SELLING

Management Consultant in the Automotive Industry

The current supply chain model for the outdoor industry is under considerable pressure; this is in terms of capacity, timing, social accountability and transparency. Do alternative learnings exist that could dramatically change our approach? Anders takes a look at this via the lens of his background in the automotive industry and consequent experience of consultancy across a wide range of areas.



ALASTAIR HUMPHREYS

Adventurer, Micro Adventurer & Author

As the world's population becomes increasingly urbanised, busy, and stuck in front of a screen, microadventures offer a realistic escape to wilderness, simplicity and the great outdoors. A microadventure is an adventure that is short, simple, local, cheap – yet still fun, exciting, challenging, refreshing and rewarding. Alastair's talk will add an energetic, inspirational and motivational dimension to the agenda.



ARNE ARENS / ANDREW DENTON

General Manager, The North Face EMEA/CEO, Outdoor Industries Association

Speaking about the opportunity to increase outdoor participation in Europe, an important topic considering the increasing levels of inactivity by adults as well as kids. Finding new and innovative ways to get people outside and get them active while enjoying nature is an urgent challenge for society, but also for the collective outdoor industry.