

Taghazout

SURF EXPO

THE INTERNATIONAL HUB OF THE SURF ECOSYSTEM



24 au 27
October 2024

Anchor Point
Taghazout

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**EXHIBITORS, PROFESSIONAL ROUND TABLES
AND SPEED MEETINGS, SCIENTIFIC MEETINGS,
SURFTECH, MASTERCLASSES, CONCERTS, AND
ARTISTIC WORKSHOPS.**

From October 24 to 27, 2024
Taghazout / Anchor Point

INTRODUCTION

SURF: A LIFELINE

For its 3rd edition, Taghazout Surf Expo is reaching a new milestone, solidifying its position as the leading professional surf expo in Africa and establishing itself as the second largest globally. Bigger, more diverse, and more international than ever before, this event continues to grow, fueled by the energy of a passionate community and the enthusiasm for a rapidly expanding sector. With over 80 exhibitors, new music stages, and expanded partnerships across Africa, the 2024 edition aims to gather nearly 40,000 visitors and confirm the central role of surfing as a driver of economic, social, and cultural development.

From October 24 to 27, 2024, the Esplanade of Anchor Point, the iconic surf spot of Taghazout, will transform into a true crossroads of opportunities, where sport and business converge to create unprecedented synergies. Surfing is much more than just a sport; it's a way of life that touches multiple sectors: hospitality, dining, transportation, fashion, equipment manufacturing, environmental preservation, and culture. Taghazout Surf Expo is the showcase of this burgeoning ecosystem, where each wave carries promises of new opportunities and innovations.

The 2024 edition will emphasize the internationalization of the event by welcoming exhibitors and speakers from across the African continent. Additionally, speed meetings will facilitate exchanges between local entrepreneurs and international professionals, promoting strategic partnerships and long-term investments. This year, discussions will focus on the opportunities presented by the rise of digital nomads—mobile professionals who find Morocco an ideal setting, combining modern connectivity with an inspiring lifestyle.

The 2024 edition also continues to expand its scientific dimension with roundtables and study workshops. These sessions, organized in partnership with international academic institutions, will explore the challenges of sustainable development, innovation in the surf sector, and the impact of sports tourism on local communities.

Taghazout Surf Expo reaffirms, once again, its ambition to make Morocco a hub for the surf industry while supporting the transition towards sustainable and inclusive development. With an optimistic vision, this unique event continues to inspire and unite people around a common passion: surfing, a vector for the future.

TAGHAZOUT SURF EXPO: A REMARKABLE GROWTH

 SEAT

SEAT
Ateca

Since its first edition, Taghazout Surf Expo has become an unmissable event for surf enthusiasts, industry professionals, and local stakeholders. With attendance growing from 25,000 visitors to an expected 40,000 this year, the expo has enhanced Taghazout's appeal on the international surfing scene.

Previous editions have seen the signing of nine strategic agreements between booking platforms, local accommodation providers, and distributors of cutting-edge technical equipment. The emergence of a new local surf brand, Surf Crow, also highlights the event's lasting impact on the local economy

Taghazout Surf Expo by the Numbers

- ✦ **3rd** edition
- ✦ **40,000** expected visitors
- ✦ Over **80** exhibitors
- ✦ **2,000 m²** of exhibition space
- ✦ **9** strategic agreements signed
- ✦ **4** days of events
- ✦ **2** music stages
- ✦ **10+** nationalities represented
- ✦ **1** scientific publication



Le SEAT Ateca est un SUV urbain alliant style et agilité. Compact et dynamique, il offre un intérieur moderne et spacieux, parfait pour la ville et les escapades. Avec ses moteurs performants et ses technologies de sécurité avancées, le SEAT Arona est conçu pour une conduite pleine de vivacité et de confort.

PARTNERS

For its third edition, Taghazout Surf Expo once again enjoys the support of its institutional partners, essential for the development of surfing in Morocco. The Moroccan National Tourist Office (ONMT) and the Agadir Souss Massa Regional Tourism Council, loyal partners since the event's inception, renew their commitment to this major event. Convinced of the potential of sports tourism, these institutions are involved at various levels, notably through their active participation in professional roundtables. Their support strengthens the region's position as a prime destination for sports tourism on an international scale.

The Souss Massa Regional Council, the official partner of Taghazout Surf Expo, renews its commitment to surfing as a driver of socio-economic development. Its participation in the professional roundtables reflects its dedication to promoting local initiatives and public policies aligned with this dynamic.

Meanwhile, the Wilaya of the Souss Massa region continues to actively support the event, emphasizing the importance of surfing in the regional development strategy.

Finally, the Royal Moroccan Surfing Federation (FRMS) provides crucial technical and logistical support to the event. The FRMS plays an essential role in promoting and developing surfing in Morocco. In addition to organizing national and international competitions, it highlights local talent, contributing to the global recognition of Moroccan surfing.

For Taghazout Surf Expo 2024, the FRMS enriches its offering with an exciting program of masterclasses, featuring renowned specialists. These sessions are designed to enhance and diversify the skills of surfers at all levels.

Among the speakers, Hannan Haddouch, a specialist in sports psychology, will share strategies for managing stress and improving concentration in competition. Adil Chaoui, an expert in physical preparation, will offer insights on the physical conditioning required to excel in surfing. Aziz Bouchgua will address environmental sciences related to surfing, providing a deep understanding of the meteorological and oceanographic elements that affect the sport. Additionally, Ricardo Gorjao, in collaboration with Vasco Ribeiro, will explore the integration of Pilates into surfer training to boost their performance.



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TAGHAZOUT SURF EXPO 2024

WHAT'S NEW?

ENHANCED PROGRAM

In addition to the roundtable in collaboration with the Royal Moroccan Surfing Federation, this year's edition also offers roundtables in partnership with national and international institutions, as well as platforms for digital nomads and surf trip bookings. The program is further enriched by masterclasses led by world-renowned surfing champions, a variety of sports and wellness activities, a vibrant Souk Créa, and even more live concerts. A highly anticipated highlight is "Wave of Success" (see page <?>), designed to provide local young entrepreneurs with funding opportunities to bring their projects to life.

LAUNCH OF A SCIENTIFIC PUBLICATION

A new scientific publication is set to be released following TSE 2024. This document, the result of in-depth interdisciplinary work, explores the impact of surfing on economic, social, and cultural development in Taghazout and beyond. The publication offers a detailed analysis of the transformations brought about by surfing and tourism, enriching both academic and practical understanding of these phenomena (see page XX).



SCIENTIFIC AND PROFESSIONAL PROGRAM

ANCHORING SURF IN HISTORY AND INNOVATION

Understanding the past to better shape the future: this is the approach taken by Taghazout Surf Expo by collaborating each year with a team of 15 researchers from the Ulysse Lab Network (Belgium) and the Research Laboratory on Languages and Communication at Ibn Zohr University (Larlanco, Morocco). Since 2021, these experts have examined the historical, urban, architectural, and socio-economic evolution of Taghazout to assess the impact of surfing on the region. Their work has highlighted the rise of digital nomadism, positioning Taghazout as a prime destination for this expanding phenomenon.

This year, a roundtable dedicated to the "Surf Cities and Villages in Morocco" label is one of the major new features of the program. This discussion aims to lay the groundwork for a quality label intended to recognize communities that provide a conducive environment for surfing, both for locals and visitors. The goal is to formalize the creation of a steering committee and implement an action plan by 2025.

Two other roundtables will enrich the program, allowing researchers to share their work with industry professionals. The first, focused on the specific needs of digital nomads in terms of accommodation, aims to formulate recommendations to adapt the tourism offer for this growing audience. The second, organized under the auspices of the Royal Moroccan Surf Federation, will focus on developing a specifications document for international surfing and bodyboarding competitions, with the ambition of strengthening Morocco's position on the global surfing stage.

Following each roundtable, speed meetings will provide local professionals with the opportunity to meet with speakers and participating institutions, creating business and collaboration opportunities.

In parallel, the pitch space in the temporary village will host four thematic workshops each afternoon. The first workshop will explore multicultural entrepreneurship in Taghazout and Tamraght, highlighting the impact of digital nomadism and emerging cultural dynamics. Other workshops will focus on themes such as marketing strategies for surf destinations, balancing tourism promotion with cultural authenticity, and accommodation strategies to enhance Agadir's attractiveness to Taghazout.

This scientific component, unique for a professional event of this type, provides valuable resources to develop the local surfing industry sustainably, respecting the environment and residents, in line with the values that Taghazout Surf Expo aims to promote.

ZOOM: WAVE OF SUCCESS

As a talent and innovation incubator, Taghazout Surf Expo reaches a new milestone in 2024 with the introduction of the “Wave of Success” program. In partnership with the Regional Investment Center Souss Massa (CRI), the Regional Tourism Development Company (SDRT), and SDR TPME S.M.A.R.T Tourism, this program offers a series of workshops designed to guide and support local entrepreneurs in the surf and tourism sectors.

Throughout the expo, “Wave of Success” will highlight funding and support opportunities for tourism stakeholders in the Souss Massa region, particularly those focused on surfing and related activities. These workshops aim not only to provide practical information but also to create synergies between local entrepreneurs and international surf industry experts.

The program will kick off with a presentation of the ABRID program (supported by the CRI), which assists young project holders through animation, incubation, and acceleration pathways. This will be followed by workshops led by the SDRT, which will unveil an extensive funding program for tourism establishments in Taghazout and Tamraght, and by SDR TPME, which will launch a call for projects to enrich the regional tourism offering. These sessions will offer unique perspectives for those looking to innovate and grow their business in this expanding sector.

“Wave of Success” will also showcase exemplary partnerships, such as the one between the Riad Dlim guesthouse and the Girl on the Wave project, initiated during the first edition of Taghazout Surf Expo in 2022. This partnership has not only created significant synergies between local tourism and the international surf industry but has also highlighted the importance of women in this development. Thanks to this alliance, over 100 clients have been attracted to Tamraght, generating a positive socio-economic impact for the region while enhancing Tamraght’s visibility on the global surf stage.

PUBLICATION

THE SCIENTIFIC PUBLICATION OF TAGHAZOUT SURF EXPO

At the conclusion of Taghazout Surf Expo 2024, a second scientific publication will be released, marking a significant step for the future of Taghazout as a renowned surf destination. *Surf, Society, and Territory: Towards a Comprehensive Understanding of the Taghazout Ecosystem* is the result of rich interdisciplinary collaboration and is expected to become a key reference for those interested in the convergence of tourism development, ecology, and local economics.

This detailed work explores how Taghazout, shaped by waves and a multicultural identity, positions itself on the global stage. It highlights the crucial role of the local community in the region’s tourism dynamics and discusses environmental and socio-economic challenges. The book proposes innovative approaches to sustainable and inclusive tourism management, placing the residents and heritage of Taghazout at the heart of development strategies.

Imagine a Taghazout where tourism no longer asks “What do customers want?” but “What can the community offer?” — a forward-looking vision that transforms how destinations are valued. *Surf, Society, and Territory* offers a model where authenticity and cultural preservation meet the expectations of modern travelers seeking meaningful and responsible experiences.

In this publication, each chapter invites readers to view Taghazout through a lens of sustainability and innovation. It is a celebration of resilience, creativity, and the many opportunities that the future holds for this iconic surf destination. An essential read for surf enthusiasts, environmental advocates, and those seeking to understand how a small surf village can positively impact the globalized world.

EXHIBITOR VILLAGE

A HUB OF CONVERGENCE



CONSEIL RÉGIONAL
DU TOURISME
Agadir Souss Massa

The exhibitor village at Taghazout Surf Expo is much more than a trade show: it's a complete immersion into the world of surfing, where every space is designed to enhance the visitor experience, whether they are seasoned surfers or casual enthusiasts.

Located at the heart of the legendary Anchor Point spot, this exhibition space covers 2,000 square meters and is designed with environmental respect to accommodate 40,000 visitors over four days. This temporary village brings together over 80 exhibitors, ranging from surf schools and equipment manufacturers to specialized travel agencies and surfwear brands. It serves as a meeting place for professionals, enthusiasts, and the curious, all united by their passion for surfing.

In addition to traditional booths, the village features a variety of spaces dedicated to different activities, reflecting the diverse surf lifestyle. The Souk Créa highlights local craftsmanship, while the pitch area hosts scientific workshops and discussions on new surf technologies. A coworking space is available for digital nomads, offering stunning ocean views.

Visitors can also enjoy the yoga and pilates area, where wellness sessions are organized daily, perfect for starting the day in top shape. Surf-specific physical preparation workshops are also on the agenda, allowing participants to get ready to tackle the waves.

For families, a playground with wooden games and an expanded skate ramp promises fun for all ages. The chill area provides a perfect setting to relax, featuring a unique experience: a drone-guided tour to discover Taghazout and Anchor Point from the sky.

Finally, to satisfy all culinary desires, a diverse food court will be available, offering something for every taste.



BEACH CLEAN-UP: COMMITTING TO SUSTAINABLE SURFING

As part of its environmental commitment, Taghazout Surf Expo 2024 is organizing a Beach Clean-Up in partnership with Surfi M3ana everyday at Anchor Point beach. This initiative is part of a broader sustainability approach, with concrete actions to reduce the event’s ecological footprint, including the use of recyclable materials for the booths and the promotion of public transportation. In addition to waste collection, an educational session on plastic pollution and ocean preservation will be offered. Participants are invited to join this effort to keep Anchor Point clean. The Surfi M3ana team will also be present throughout the event with ongoing clean-up and awareness activities from their booth in the exhibitor village. Through this, Taghazout Surf Expo reinforces its commitment to a sustainable event.

SOUK CRÉA: SHOWCASING LOCAL CRAFTSMANSHIP

The Souk Créa, an essential component of the Taghazout Surf Expo exhibitor village, highlights the talents of local artisans and the richness of Moroccan craftsmanship. More than just a market, it serves as a true showcase for local culture and expertise, allowing visitors to discover authentic and unique products. Artisan cooperatives present their creations, ranging from decorative objects to textiles, including handmade surf accessories that reflect the cultural heritage of the region.

ARTISTIC PROGRAM

ART TO THE RHYTHM OF THE WAVES

Surfing is not just a sport; it’s a form of expression that inspires limitless creativity. Taghazout Surf Expo embraces this artistic dimension with a rich program of workshops and performances, where art and music come together to celebrate surf culture in all its forms.



STREET ART

Urban creativity will come to life through the talents of street artists, transforming the spaces of the temporary village into an open-air gallery. These artists will bring their unique touch, infusing the walls of Taghazout with works that embody the spirit of surfing and local culture.



PAINT ON BOARD

Following the success of previous editions, the board customization workshop returns in force. The collective L'Filasse, featuring artists Hamza Errachid Sfar and Ismaël Ahendouz, invites the public to observe and interact as they turn surfboards into works of art. Participants will also have the chance to personalize their own boards, adding a unique touch to their equipment.



SUNSET LIVE DJ AND LIVE CONCERT

Every day from 5 PM, festivities continue with DJ sets and live concerts on two musical stages offering stunning ocean views. These performances will feature a range of sounds, from gnawa and reggae to soul and afro-groove, creating the perfect atmosphere to enjoy the magical sunsets of Taghazout.

- ✦ **Thursday, October 24:** Sound Sisters & Youbana
- ✦ **Friday, October 25:** DJ AB & Youssef Harrar
- ✦ **Saturday, October 26:** @MOST & Mellow Mood
- ✦ **Sunday, October 27:** DSZ Joe & Hasba Groove



Lâ Mèdina d'Agadir



PRACTICAL INFORMATION

Taghazout Surf Expo
Anchor Point

From October 24 to 27, 2024
From 10 AM to 7 PM

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