

Taghazout

SURF EXPO

THE INTERNATIONAL HUB OF THE SURF ECOSYSTEM



24 to 27
October 2024

Anchor Point
Taghazout

OFFICIAL CATALOG 2024



Agadir
L'Atlantique avec
300 jours de soleil



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Terre d'excellence

Une Région de vie et d'Avenir

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EDITO

Dear friends of surfing and entrepreneurship,

Welcome to Taghazout Surf Expo's 2024 edition! We look forward to sharing this event with all of you. Once again this year, all our heart and energy were put into making this event an exceptional celebration of surfing and innovation in our beautiful Souss Massa region.

After two successful editions, we are delighted to be back from 24th to 27th October on Anchor Point's esplanade, a legendary world-famous surfing spot. This event is the leading surf trade show in Africa and the second largest in the world. Some 40,000 visitors are expected, including professionals and the general public. With 80 diverse exhibitors, Taghazout Surf Expo promises total immersion in the world of surfing.

Our previous editions have been marked by notable successes: the signing of six agreements between booking platforms for surfing, yoga, digital nomads and local accommodation providers, and three new agreements for the distribution of cutting-edge technical equipment in Morocco, essential for supporting our surfers and improving their performances. One of our proudest achievements is the emergence of a new local surf brand, symbolizing the spirit of innovation and passion that reigns in our region.

This year's program is rich and diverse: roundtable discussions organized by the Taghazout Surf Expo Scientific Committee in collaboration with the Royal Moroccan Surf Federation, master classes with local and world-renowned surfing champions, sport and wellness activities, Souk Créa, live concerts... We're particularly excited to present one of this year's new features: the "Wave of Success" workshop. This workshop intends to support young local entrepreneurs,

offering them crucial financing opportunities to achieve their dreams. Surfing and its related activities are not just leisure activities. They are also vectors of economic development and social transformation. We want everyone to benefit from and contribute to this positive dynamic.

Another notable success for this 2024 edition is our new partnership with Eurosima and the Centre Régional d'Investissement, promoting the surf industries' installation in the Agadir region. This agreement is a major step towards attracting internationally renowned companies and stimulating the economic development of our region.

“SURFING AND ITS RELATED ACTIVITIES ARE NOT JUST LEISURE ACTIVITIES. THEY ARE ALSO VECTORS OF ECONOMIC DEVELOPMENT AND SOCIAL TRANSFORMATION.”

We would like to thank all our partners, exhibitors and you, our visitors, for your unfailing support. This event can grow and prosper thanks to you. Together, we can continue to make Taghazout a global surfing hub, and a source of inspiration for future generations.

Whether you are a seasoned pro, a thrill-seeker, or simply curious about the surfing world, Taghazout Surf Expo 2024 promises a rich and unforgettable experience.

Saïd Bella and Rachid Moutchou
Co-founders of Taghazout Surf Expo



A WORD FROM THE PRESIDENT OF THE ROYAL MOROCCAN SURFING FEDERATION



Dear friends of surfing,

It is with great pride that I address you today as President of the Royal Moroccan Surf Federation, partner of the Taghazout Surf Expo. This event has become a not-to-be-missed rendezvous for all surfing enthusiasts and industry professionals. We are honored to be able to contribute to it.

Our federation is more than a sports organization, it is a real family where every member, from beginner to champion, finds his or her place and fulfillment. We have come a long way from our humble beginnings. Today, thanks to the commitment of everyone - athletes, coaches, associations, clubs, volunteers and partners - we have succeeded in putting Morocco on the world surfing map. Our competitions now attract surfers of international renown, and our young talents shine on the world's podiums, illustrating our potential and our passion.

Our mission goes beyond competition. We are determined to make surfing a vector of economic and tourism development for our country. Through educational programs, environmental awareness campaigns and initiatives to support local communities, we aim to share the values of surfing - respect, perseverance and solidarity - with as many people as possible.

As every year, the FRMS will be hosting several master classes at the Taghazout Surf Expo. We invite you to meet us there, to find out more about the federation's missions, objectives, values and commitments to the development of surfing in Morocco. We will also share the highlights of the past year and answer any questions you may have.

I would like to thank the Taghazout Surf Expo organizers for their dedication and vision, and all the participants who make this event a success year after year. Together, we will continue to surf towards new horizons, carried by the energy and passion that characterize both the TSE and our beautiful federation.

Sportively yours,

Mohammed Kadmiri

President of the Royal Moroccan Surfing Federation



federation royale marocaine de surf

Rejoignez-nous pour vivre la
passion du surf

- Participez aux événements
nationaux et internationaux

- FORMATIONS ET COMPÉTITIONS POUR TOUS LES NIVEAUX.

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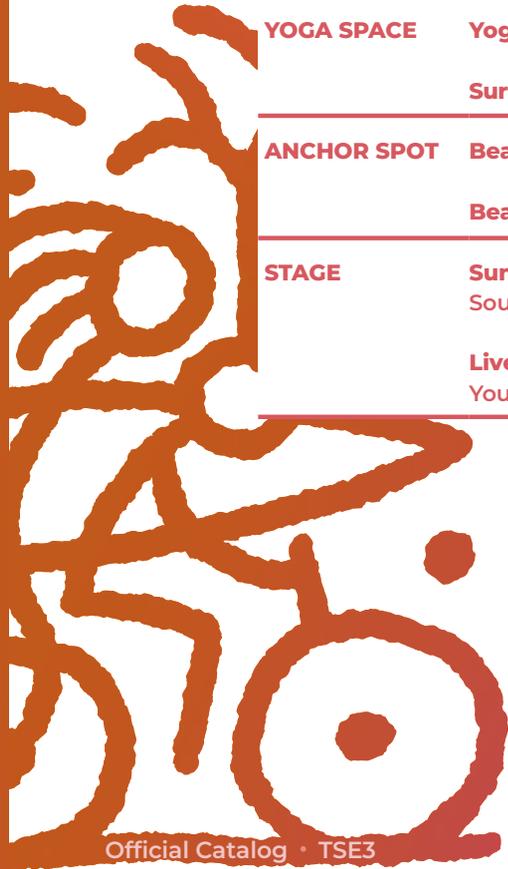
FEDERATION ROYALE MAROCAINE DE SURF

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THURSDAY, OCTOBER 24, 2024		DAY 1
FAIRMONT TAGHAZOUT BAY HOTEL	Professional Roundtable "Surf Cities and Villages in Morocco" Label + Speed Meeting	2:00 PM - 5:00 PM
PITCH SPACE	Master Class Scientific Workshop: Multicultural Entrepreneurship in Taghazout and Tamraght	11:30 AM - 1:00 PM
	Wave of Success ABRID Program - Souss Massa Regional Investment Center	1:30 PM - 2:30 PM
	Share my Experience Ben Neumann - Para Surf	4:00 PM - 5:00 PM
FRMS SPACE	Master Class The mindset in Surf Competitions Hanan Haddouch	11:30 AM - 1:00 PM
	Master Class Physical Preparation for Surf Competitions Adil Chaoui	3:15 PM - 4:15 PM
YOGA SPACE	Yoga Class	10:00 AM - 11:00 AM
	Surf Physical Preparation Workshop	3:15 PM - 4:15 PM
ANCHOR SPOT	Beach Clean-up	11:30 AM - 12:00 PM
	Beach Clean-up	3:30 PM - 4:00 PM
STAGE	Sunset Live DJ Sound Sisters	5:00 PM - 6:45 PM
	Live Concert Youbana	7:00 PM - 8:15 PM

FRIDAY, OCTOBER 25, 2024		DAY 2
FAIRMONT TAGHAZOUT BAY HOTEL	Professional Roundtable Surfing and digital nomads: an adapted accommodation offer + speed meeting	10:00 AM - 1:00 PM
	Professional Roundtable Guidelines for surf and bodyboard competition organisation + speed meeting	2:00 PM - 5:00 PM
PITCH SPACE	Scientific Workshop Attracting and promoting surf destinations: marketing strategies and labeling	1:00 PM - 2:30 PM
	Wave of Success Investment opportunities for Tourism Stakeholders in Souss Massa Region - SDRT Souss Massa Tourism	3:00 PM - 4:00 PM
	Cap Hospitality Program - Délégation Régionale du Tourisme d'Agadir	
	Share my Experience Johnny Cabianca - High-level Shaper	4:30 PM - 5:30 PM
FRMS SPACE	Master Class The Science of Surfing Aziz Bouchga	12:00 PM - 1:30 PM
	Master Class Pilates & Surf Boost performance in competition Ricardo Gorjao / Vasco Ribeiro	2:00 PM - 3:00 PM
YOGA SPACE	Yoga Class	10:00 AM - 11:00 AM
	Pilates Class	3:15 PM - 4:15 PM
ANCHOR SPOT	Beach Clean-up	11:30 AM - 12:00 PM
	Beach Clean-up	3:30 PM - 4:00 PM
STAGE	Sunset Live DJ DJ AB	5:00 PM - 6:45 PM
	Live Concert Youssef Harrar Dub Inc	7:00 PM - 8:45 PM



SATURDAY, OCTOBER 26, 2024		DAY 3
PITCH SPACE	Surf Tech Wetty - Grégory Pelagahe	12:30 AM - 1:00 PM
	Scientific Workshop Destination discourse: Between marketing and cultural authenticity	1:00 PM - 2:30 PM
	Wave of Success Call for Projects for Technical and Financial Support for Tourism SMEs / SDR TPME Souss Massa - S.M.A.R.T Tourism	3:00 PM - 4:00 PM
FRMS SPACE	Share my experience: Ramzi Boukhiam	11:00 AM - 12:00 PM
	Share my experience: Othmane Choufani	1:30 PM - 2:30 PM
	Share my experience: Vasco Ribeiro	3:00 PM - 4:00 PM
YOGA SPACE	Yoga Class	10:00 AM - 11:00 AM
ANCHOR SPOT	Beach Clean-up	11:30 AM - 12:00 PM
	Beach Clean-up	3:30 PM - 4:00 PM
	Surf Show Ramzi Boukhiam, Othmane Choufani, and Vasco Ribeiro	4:00 PM - 6:00 PM
STAGE	Sunset Live DJ @Most	5:00 PM - 6:45 PM
	Live Concert Mellow Mood	7:00 PM - 8:15 PM

SUNDAY 27 OCTOBRE 2024		DAY 4
PITCH SPACE	Scientific Workshop Winning strategies: exploiting the diversity of accommodation to boost appeal from Agadir to Taghazout	11:30 AM - 1:00 PM
	Wave of Success A Taghazout Surf Expo Success Story: Girl on the Wave & Riad Dlim	1:30 PM - 2:30 PM
	Surf Tech Elite Surfboards - Fouad Damir	3:00 PM - 3:30 PM
FRMS SPACE	Master Class Scoring Criteria in Surf Competitions / FRMS	12:00 PM - 1:30 PM
	Master Class Surfboard Shaping Workshop Tarik Zrhilida	2:00 PM - 3:30 PM
YOGA SPACE	Yoga Class	10:00 AM - 11:00 AM
	Surf Physical Preparation Workshop	3:15 PM - 4:15 PM
ANCHOR SPOT	Beach Clean-up	11:30 AM - 12:00 PM
	Beach Clean-up	3:30 PM - 4:00 PM
	Surf Show Ben Neumann	3:00 PM - 5:00 PM
STAGE	Sunset Live DJ DSZ Joe	5:00 PM - 6:45 PM
	Live Concert Hasba Groove	7:00 PM - 8:15 PM



THE EXHIBITION

Conceived as a trade show to promote the region's economic development, Taghazout Surf Expo remains an event for the general public, uniting local residents around sporting and cultural activities, all representative of the surf way of life.

Located opposite the Anchor Point spot, a legendary haunt for surfers from all over the world, the village is an ephemeral 4,000 m² installation designed with the environment in mind. Over four days, it is expected to welcome 40,000 visitors, who will wander among the stands of 80 exhibitors: surf schools, surf camps, specialized travel agencies, surfwear brands, equipment manufacturers... not to mention institutional partners and sports associations from all over the country. A veritable village within the village, the Royal Moroccan Surf Federation (FRMS) area also offers meetings, training courses and masterclasses.

Taghazout Surf Expo also features:

- ✦ Souk Créa to showcase the work of artists and craft cooperatives
- ✦ The pitch space, dedicated to scientific workshops and the Wave of Success, Surf Tech and Share my Experience programs.
- ✦ Coworking space for digital nomads
- ✦ The leisure area, with a playground for family fun
- ✦ A yoga and pilates area to relax by the ocean
- ✦ A food court to satisfy all tastes
- ✦ The chill area for a break in idyllic surroundings

Taghazout



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VILLE D'AGADIR



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Taghazout
SURF EXPO

LIST OF EXHIBITORS

SURFBOARDS & EQUIPMENT

FIREWIRE FIREWIRE

Firewire is dedicated to elevating the surfing experience through innovative design, new materials and advanced construction methods. Every surfboard, traction pad, fin and leash built is designed with a single goal in mind: to improve the surfing experience as much as possible while impacting the environment as little as possible.



MOORS

Moors surfboards is Morocco's first surf brand, established in 2011. Its gear is designed with performance, durability and affordability in mind, making it a popular choice for surfers of all levels looking for high-quality equipment without breaking the bank. Moors Surfboards prides itself on using only the highest quality materials and traditional shaping techniques handed down from generation to generation, resulting in boards that offer exceptional speed, manoeuvrability and control in a variety of surf conditions. Whether you're just starting out or looking to improve your quiver, Moors Surfboards is an excellent choice for anyone looking for a top-quality surfboard at a fair price.



AFRICA WAVES

Africa Waves is a company specialized in surf-wear and surf equipment, distributing several brands in Morocco, including Euroglass, Roxy, Quiksilver, Smoothstar... as well as the Spanish brand Up surfboard.



O&E

Surfers have trusted Ocean and Earth since 79. The company produces the world's largest range of surf accessories to inspire travelers to surf. The company is independent and run by surfers for surfers. O&E has also invested heavily over the last ten years to become one of the global leaders in school products such as boards and wetsuits.



NSP

NSP was born in 2001 from the vision of Bruce "Buzz" Hansen, a lifelong surfer, skater and all-round waterman. While working in Maui as a custom surfboard builder, Buzz realized that there were everyday surfers who needed an affordable, high-performance board, without the need for extreme or specialized surfboards. His dream was an easy-to-carry utility surfboard that could be left in the sun all day or lent to a friend without fear of damage. Today, NSP stands for super-durable E+ beginner boards that most surfers have ridden at least once in their lives.



SURF CREW

Glide in style, surf in comfort. Boards for all levels!



SOÖRUZ

Since 1999, the company has been creating products for riders and board sports enthusiasts. Soörüz is committed to developing top-quality products through collaborative innovation, allowing you to indulge in your passion fully. Founded by riders for riders, the brand continually innovates and tailors its products to meet the evolving needs of athletes, creating items in direct partnership with them. From the outset, Soörüz has integrated environmental considerations into developing its wetsuits.



NATIVE AQUATIC TECHNOLOGY

Native is a company passionate about the art of creating surfboards. It specializes in supplying high-quality materials to shapers, hobbyists and ambitious entrepreneurs who want to create their own surfboards. The product range includes a wide selection of foams, resins, fiberglass fabrics, as well as all the other tools and accessories essential for building exceptional surfboards.



TARIK SURFBOARDS

Tarik Surfboards is a shaper who works closely with surfers to design boards adapted to their riding preferences and the specific waves they face. He takes into account factors such as the surfer's skill level, weight and surfing style, as well as wave types and conditions, to create a board that enhances performance. From the choice of materials to the refinement of dimensions, rocker, rails and fin shape, he meticulously shapes each board by hand to ensure the perfect balance between speed, manoeuvrability and stability. Whether shortboards, longboards or hybrids, each board is a blend of craftsmanship and innovation, designed to optimize the surfing experience.



CABIANCA SURFBOARDS / BASQUE COUNTRY SURF

Based in Zarautz in Spain's Basque Country, Cabianca Surfboards is the brand of famous Brazilian shaper Johnny Cabianca. Hailing from the legendary Maresias spot near São Paulo, Johnny started shaping professionally in 1981 and hasn't stopped since. With a background in industrial design and an encyclopedic knowledge of shaping, materials and technology, Cabianca's boards are unique. His long collaboration with three-time world champion Gabriel Medina has made him one of the most internationally recognized shapers.



NMD

NMD is one of the most prestigious bodyboard brands on the market. Over the past 10 years, they've made bodyboards for most of the top riders, and their boards are among the best you can find today. Ben Player, Winchester amongst others have set and define what the new bodyboard school is all about today.



WAVES & DUNES

Waves & Dunes Project SARL is the Starboard Group's distributor in Morocco (including the group's brands: Airush kiteboarding, Starboard, Freewing and Akdurable Suppliers) and runs two wingfoil and kitesurfing schools in Morocco: one under the name Airush Dakhla, located in Dakhla and in operation since 2018 (@airushdakhla), and the second, "Freewing Morocco" (@freewing.morocco), the first wingfoil school to open in Taghazout in July 2023. Both schools work with the direct support and collaboration of Starboard, representing the brand in Morocco and seeking to promote wind sports, mainly wingfoil and foil disciplines. Starboard is one of the world's largest groups manufacturing equipment for windsurfing, paddle boarding and wingfoiling, as well as kitesurfing.



THIERRY DELBOURG SURFBOARDS

Creator of the Quatro and a native of Morocco, Thierry Delbourg has shaped over 5400 boards since 1979, from Morocco to Reunion Island. Thierry has shaped boards for notables figures such as Tom Curren, Jérémy Flores and Jorgann Couzinet. He is the only Moroccan shaper to have sponsored more than 10 aspiring surfers in the Kingdom of Morocco, including the Moroccan champion Liliias Tebbai.



UNIVERSAL FIN PLUG (UFP)

Invented by Thierry Delbourg, this is probably the most advanced and resistant fin plug in the world. Universal fit for any fin, you can install Futures, FCS 1, FCS 2 and FCS Fusion plugs, thanks to the adjustable angle and mounting screws.



ZEUS SURFBOARDS

Zeus is the leading French surfboard brand. The brand offers a complete range of foam surfboards for having fun, learning and progressing. Zeus pays special attention to reducing greenhouse gas emissions by offering the greenest foam boards on the market (no plastic packaging, recycled polyethylene, etc.).



USEDBOARDZ

Usedboardz is an Australian platform that aims to fuel the surfing circular economy by offering a better experience of buying, selling and trading surf equipment online.



O'NEILL

The original California surf brand was founded in 1952 when a young man named Jack O'Neill took his unstoppable passion for surfing and used it to battle the harsh elements of winter by inventing the first surf wetsuit. Today the O'Neill brand is a global leader in the surf and beach lifestyle space bringing both performance and fashion together through innovative design and unrivaled execution.

SURFWEAR & ACCESSORIES



MAROC SURF & SKATE

Maroc Surf & Skate is the first T-shirt collection from a French-Moroccan woman with a passion for surfing. For her, surfing is a sport that combines everything she loves: the ocean, the sun, meeting new people... and conditions dictated by the weather and the ocean. As for skateboarding, she loves the perseverance that is essential to the sport, and the fact that she can move more quickly and more freely. Maroc Surf & Skate is the work of someone who is passionate about both worlds, and who wants to put them into perspective by focusing on Morocco, the country of her inspiration and childhood.



WHEELSNFINS

Wheels'n Fins is a brand that helps you overcome the barriers to learning to skate and surf. It offers skateboarding day experiences not only to learn and progress, but also to gain confidence. Its products come from a passion for skateboarding, surfing and the stories its founders have lived or are ready to live. The collections are designed for people who love life. From skateboarding to surfing, from work to leisure...



9TEEZ SKATEBOARDS

9teez Skateboards is a young skateboard clothing brand based in Morocco, influenced by 90s street skateboarding.



KALAVERA WAX

Kalavera Surf Wax is a company committed to quality surfing. We offer long-lasting kerosenes that not only guarantee exceptional grip, but are also gentle on the skin. Thanks to years of research by passionate surfers, Kalavera has created a revolutionary wax that performs better than any other on the market. Kalavera kerosene stays effectively on the board, ensuring safety and comfort during maneuvers, while protecting the skin. So you can surf without lycra, with complete peace of mind.



SPOX

Spox is an emerging Moroccan streetwear and sportswear brand, focusing on water sports such as surfing, bodyboarding and diving. Currently in the launch phase, Spox is gearing up to offer products combining urban style and performance, with a focus on high-quality items suited to extreme sports.

SURFCAMPS & HOTELS



DFROST SURF & YOGA

Dfrost Almagar Surf & Yoga, founded in Taghazout in 2008, offers unique holidays combining surfing and yoga, for unforgettable experiences. Between exhilarating surf sessions, revitalizing yoga sessions and a friendly atmosphere, you'll enjoy elegant accommodation by the sea, for a vacation dedicated to relaxation and well-being.



GIRL ON THE WAVE

The Girl on the Wave project, founded and run by Polish surfer Margherita, has been based in Ericeira on Portugal's Atlantic coast since 2018. It organizes summer surf camps in Ericeira and trips throughout the season to various surf destinations around the world. The Girl on the Wave Surf Project is mainly dedicated to beginners, with a special holistic surf experience program that includes surf lessons, yoga, mind-body techniques, personal coaching, theory, supportive sports activities (beach volleyball, carvers or electric bikes), as well as video recording and analysis.



RIAD DLIM

Riad Dlim is an authentic traditional Moroccan guesthouse, ideally located in the charming village of Tamraght, known as one of the region's top surf spots, as well as for its picturesque beaches and the famous Devil's Rock. Their motto: offer guests authentic Moroccan hospitality and immerse them in the lively village life, where fishing traditions rub shoulders with surfing enthusiasts. The in-house kitchen offers a selection of delicacies to introduce guests to the rich and varied flavors of Moroccan gastronomy.



FLO SURF MOROCCO

Located in Tamraght, the Flo Surf Morocco surhouse offers the perfect blend of surfing, relaxation and authentic Moroccan hospitality, designed for those who love the ocean and want an unforgettable experience in Morocco. Flo Surf Morocco offers a range of services for all levels: whether you're a beginner, looking to improve or need expert advice, we have something for everyone, from coaching to surf guiding. In addition to surfing, yoga and cross-training sessions are available to help you stay fit and relaxed during your stay.



INNOVATION

Innovation is a platform specializing in the organization of tailor-made holidays combining surfing and yoga in Morocco's most beautiful coastal destinations, such as Taghazout, Tamraght, Imsouane, Timlaline, Agadir, and many others. Their mission is to create unique immersive experiences, blending the adrenaline of surfing with the serenity of yoga, while highlighting the cultural richness and natural beauty of Morocco.



BOOKING LAYER

Less time behind your screen, more time in the ocean. Bookinglayer helps surf camps automate their booking process from start to finish.

ASSOCIATIONS



TAGHAZOUT BOARDRIDERS CLUB

The association founded in 2019 in the Taghazout region aims to train, supervise and teach the practice of surfing and spread the culture of this sport in the Taghazout region, organizing sports activities for the benefit of association members, organizing local, regional and also national surfing competitions, in addition to organizing surf training courses.



LEGZIRA SURF (AJLSD)

The Association Jeunesse Legzira Surf et Développement was created in 2014 as a sports association under the FRMS banner, aiming to create artistic, educational, social and sporting outreach.



ASSOCIATION TAGHAZOUT SKATE PARK

Taghazout Skatepark was created with and for the community. The skatepark brings together people from all over the world - a cultural exchange that creates organic friendships transcending nationality, class and cultural background. The association provides skateboards and protective equipment for children who can't afford their own. In the future, Taghazout Skate aims to expand the park to accommodate more young people from low-income families, as well as disadvantaged women and girls.



SOS VILLAGES

The International Federation SOS Children's Villages, present in 138 countries and territories around the world, provides assistance to children in danger and helps them build their future. Present in Morocco since 1985, SOS Children's Villages is an independent association, recognized as being of public utility, and placed under the Honorary Presidency of Her Royal Highness Princess Lalla Hasnaa.



NEW GENERATION ASSOCIATION

Founded in 2015 by surfers from the Agadir region, the association has its origins in a story of friendship between young surfing enthusiasts keen to share in return the happiness this sport has brought them. New generation's challenge is to promote and develop surfing in the Agadir region, but also to enable young people to learn to surf and evolve in this sport in a correct and educational way, and to raise awareness among the city's young people of the environmental problems linked to the ocean and the importance of protecting their coastline. The association aims to support local surf and bodyboard champions, train young people and organize international and national competitions in partnership with the Royal Moroccan Surfing Federation.



ANZA BLUE WAVES ASSOCIATION

Created in 2015, Anza Blue Waves' mission is the involvement of surfing in the protection of the coastal environment as well as the protection of dinosaur footprints and the awareness of future generations for the preservation of the ocean. The association works to develop surfing as a competitive sport, but also as a sporting activity in the region, and welcomes surfers and competitors from a variety of backgrounds: surfing, longboarding, bodyboarding, tandem, stand-up paddle, bodysurfing and windsurfing.



IMOURANE ASSOCIATION

Founded in 2005 by surfers from the Agadir region, Imourane is a non-profit association that aims to support local surf and bodyboard champions, train young people, organize international and national competitions, and promote surfing in the region in addition to protecting the environment.



ANAÏS INSTITUT

At Centre Anaïs, we draw our inspiration from the timeless elegance and purity of the Anaïs flower, a symbol of grace and natural beauty. We believe in the power of advanced medical treatments to revitalize and restore both body and mind. Just as the Anaïs flower blooms with the right care, we are dedicated to enhancing our clients' inner and outer beauty through advanced medical aesthetic treatments and holistic wellness practices. Our refined approach combines the latest medical technologies with personalized care, offering an exceptional experience that revitalizes and regenerates. At Centre Anaïs, we are committed to helping our customers reveal their unique radiance and cultivate lasting beauty.



SURFI M3ANA

Surfi M3ana is one of the first and only media dedicated to presenting surfing news in Morocco. It has become a pillar of the Moroccan surf community, recognized for its commitment to promoting and celebrating the rich history and vibrant culture of surfing in our beautiful country. Surfi M3ana was founded with a passion for surfing and a love for the ocean.



TIZNIT SURF ASSOCIATION

The Tiznit Surf association was created in 2011 in response to the desire of young surfers in the Tiznit region to progress in their discipline. The association's objectives:

- Support new generations in surfing.
- Teach young people to surf.
- Enable surfers to progress pedagogically.
- Facilitate the participation of top athletes in national events.
- Protect the environment and keep beaches clean.
- Offer an alternative to young people interested in board sports.

WELL-BEING



PUREGLOW ORGANICS

PureGlow Organics by Kaoutar is an organic cosmetics brand that celebrates natural beauty through products carefully formulated from the treasures of nature. Founded by Kaoutar Abdaoui, a young Moroccan entrepreneur with a passion for eco-responsibility, PureGlow Organics offers certified beauty solutions that comply with the strictest standards, respecting your skin and the environment, while revealing the authentic radiance of each individual.

Beach Clean-Up every day in partnership with Surfi M3ana: more info in the "Other activities" section on page 73.



SHYVA HYBRID TRAINING

Shyva Hybrid Training offers a dynamic, functional training experience designed to help you move better, feel stronger and improve your mobility. A unique hybrid program that focuses on teaching space navigation, developing power, strength and flexibility in every session. Through small group classes and individualized attention, an environment where you can transform your body and unleash your full potential.



ONE BY E&S

ONE by E&S was born out of our desire to provide the best possible service to the people we work with, by adding our own personal touch and sensitivity. We offer two unique experiences to liberate body and mind:

- "Reset" experiences: Stays in authentic, breathtaking locations to recharge your batteries, discover our practices, reconnect with nature and experience a true reset. An unforgettable escape from routine.
- "La Voie du Souffle" experiences: dive in the world of breathing with our immersions. Explore the power of breath on a physical, mental and emotional level. Ideal for those who aspire to a more balanced and fulfilled life.

These transformative techniques can be integrated into daily life, work, well-being and sports practices. Our mission: to accompany you in finding the keys to your personal fulfillment and to reveal your true potential.

SH.Y.V.A

YOGA & WELLNESS

SHYVA YOGA AND WELLNESS

Shyva Studio will be running yoga classes on October 26 and 27. More info on page 69

Shyva Yoga and Wellness is a holistic fitness studio located in the Islane district of Agadir. The studio stands out for its unique hybrid approach, harmoniously blending the disciplines of yoga, Pilates and strength training to create a complete wellness experience. Yoga classes are varied and cater for all levels and tastes, whether you're drawn to the graceful flow of vinyasa, the muscle-building practice of power yoga or the original experience of air yoga. The studio also offers traditional yoga classes and Pilates sessions.

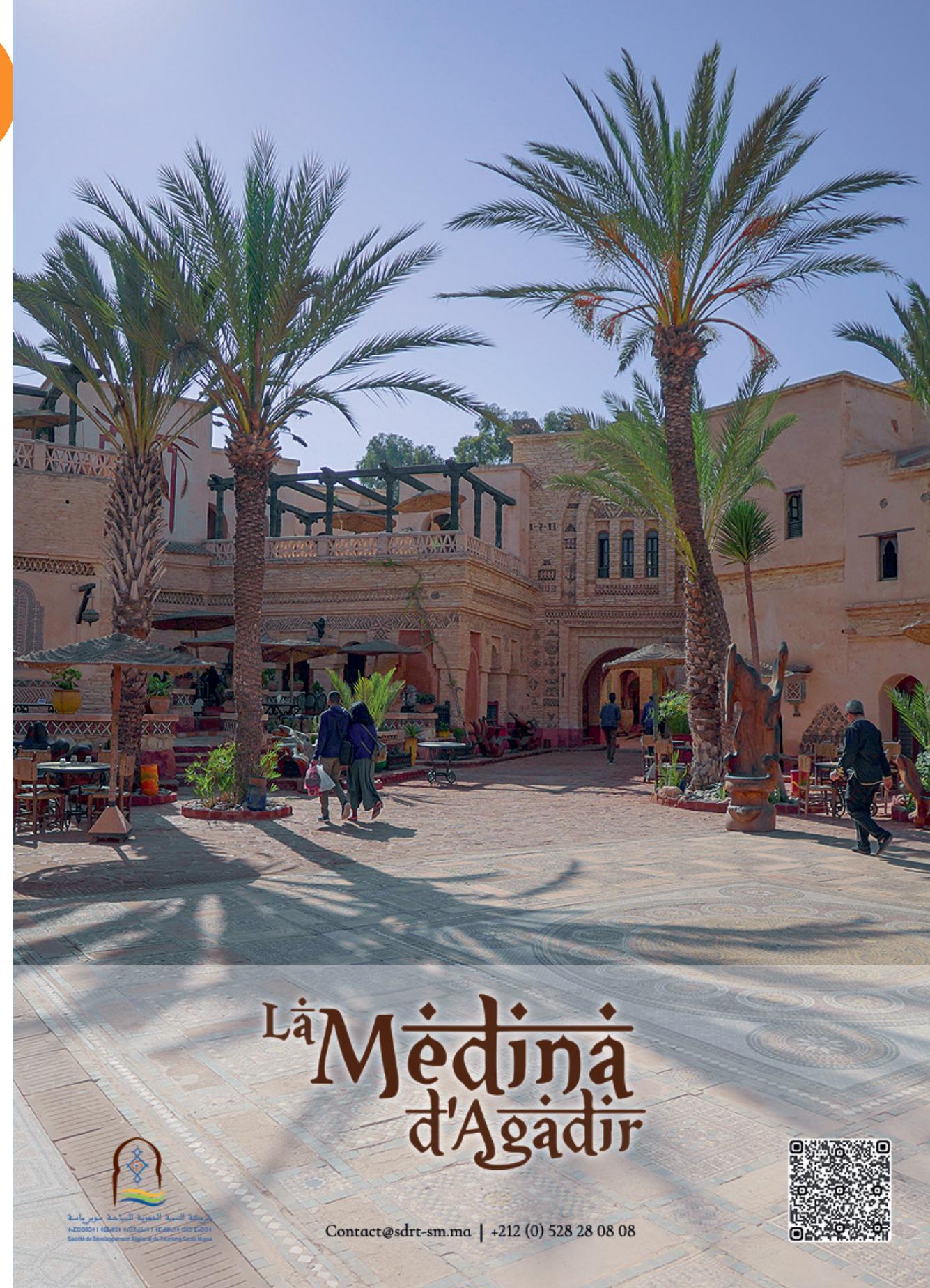
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AGENCE MAROCAINE MULTIMEDIA SOUS-MARINE

AGENCE MAROCAINE MULTIMEDIA SOUS-MARINE (A2MS)

A2MS is a company specialized in the capture of images and videos of water and underwater sports. As a pioneering Moroccan agency in this field, it offers high-quality photography and videography services for both sporting events and promotional campaigns. Its aim is to enhance Morocco's natural heritage while supporting local players in the promotion of water sports. Thanks to a passionate team and state-of-the-art equipment, A2MS captures the beauty and power of water sports from a unique and artistic angle.



Lâ Médina d'Agadir



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oCoO oCoOxou | 300o0% 0%0 CoOoO
Centre Régional d'Investissement Souss Massa



SOUSS MASSA

Surfez sur les opportunités !



Investisseurs

Découvrez des opportunités uniques dans l'industrie du surf de notre région.

TPE

Bénéficiez du programme ABRID pour un accompagnement sur mesure.

Faites avancer vos projets avec le CRI Souss Massa !

PARTNERS / GUESTS



CONSEIL RÉGIONAL
DU TOURISME
Agadir Souss Massa

CRT

“To promote and encourage the development of tourism in the Agadir Souss Massa region.” The Agadir Souss Massa Regional Tourism Council is a body for consultation and coordination between the private professional sector, public administrations, public and semi-public bodies and local, prefectural, provincial and regional authorities. Its main missions are to

- Il a pour principales missions:
- Position the region through a series of initiatives aimed at standardizing the product in its environment, promoting the destination, developing relations with tour operators and developing tourism activities and tourist entertainment.
- Propose action plans with the Regional Council and the Urban Commune.
- Manage studies and statistical surveys of all kinds relating to the tourism sector, and ensure analysis of visitor numbers and the tourism offering.
- Organize and implement promotional, communication and marketing initiatives.
- Act as an intermediary between tourism professionals and the college of professional chambers and employers' representatives.



MAROC
visitmorocco.com

ONMT

The Moroccan National Tourist Office (ONMT) is the public body responsible for promoting tourism in Morocco, both nationally and internationally. Created in 1929, the ONMT's mission is to enhance Morocco's attractiveness as a leading tourist destination, by promoting the country's cultural, natural and historical wealth. The Office develops and implements targeted marketing strategies and communication campaigns to attract visitors and support tourism-related economic development. Its actions are essential to positioning Morocco on the world stage and stimulating the tourism sector, a key driver of the Moroccan economy.



SEAT

SEAT

For Taghazout Surf Expo, if there's one vehicle that can embody the spirit of surfing, it's the SEAT Ateca. With its rugged looks and dynamic performance, it'll take you from winding roads to coastal paths, in search of the perfect wave. Let yourself be carried away by the feeling of freedom, wherever you may be. SEAT is the official transporter for the 3rd Taghazout Surf Expo and will be present at a stand to give you a detailed presentation of this model.



الجمعية المغربية للتطوير السياحي
RDTR
Réseau de Développement du Tourisme Rural

RDTR

Created in 2011, the Réseau de Développement du Tourisme Rural (RDTR) was born of a common desire on the part of local and regional players to promote rural tourism in the Souss Massa region. The RDTR's primary objective is to structure and organize the rural tourism sector, and to develop rural tourism potential on the basis of sustainable tourism development.



المركز الجهوي للاستثمار سوس ماسة
oCoO oCoOxou | 300o0% 0%0 CoOoO
Centre Régional d'Investissement Souss Massa

CRI SOUSS MASSA

A key player at regional level, the Centre Régional d'Investissement Souss Massa is the local authority responsible for facilitating and promoting entrepreneurship. Since its creation in 2002, the CRI-SM has been working to simplify procedures, ensure proximity and provide a single point of contact for all matters relating to investment and business start-ups.



SURF SDIMS CABO VERDE

Welcome to Surf SDIMS Cabo Verde, your ultimate destination for unforgettable experiences in the beautiful Cape Verde Islands. We offer a full range of services for surf enthusiasts, water sports lovers and sport fishermen. Our surf school caters for all levels, with safe, personalized lessons taught by experienced instructors. Explore the islands with our exclusive surf trips and discover dream spots. We also organize surfing events, conventions and competitions, as well as sport fishing excursions. Accommodation partnerships available for a comfortable stay. Come surf, fish and explore with us!

DIVERSE



CHOOF MAROC

Choof is a Moroccan brand that bases its work on Orientalist posters from the early 20th century. In addition to reprinting century-old posters, Choof.ma offers creative space to contemporary artists, illustrators and graphic designers, with a single watchword: to highlight the beauty of Morocco. In keeping with an ethical and responsible approach, the posters are 100% made and designed in Morocco, and Choof chooses to print its posters exclusively on 100% recycled paper. The result? High-definition printing with a matte finish that stands the test of time. Choof is also committed to replanting the trees used to produce the posters by supporting reforestation actions directly in Morocco.



LASABRA

Lasabra is a fashion brand that celebrates Morocco's history and heritage. Founded by an Amazigh woman from the Ait Baamrane tribe, it integrates Amazigh designs and Moroccan craftsmanship to create unique pieces. Lasabra is committed to preserving Moroccan culture and sharing this pride with the world.



AFRICA SPIRIT

Africa Spirit Surf Art is a Moroccan brand that has been creating unique silver jewelry, epoxy art and wood sculptures for over 20 years. Passionate about surfing, Rachid Batr materializes the ocean through his works, which can be purchased at his boutique atelier in Taghazout. In 2019, Rachid has been chosen by the WSL to create the trophies for the WQS PRO TAGHAZOUT BAY competition.



ART TISSAGE TAM

Art Tissage Tam is a cooperative specialized in weaving, embroidery and the creation of luxurious traditional products, handcrafted by the cooperative's artisans from high-quality natural materials. Founded in 2009 in Tameslouhte, a small village south of Marrakech, on the initiative of Abdessadek Ezzeki, the cooperative now has around 180 members, 70% of whom are women. Its mission is to preserve traditional craftsmanship by training new weavers and embroiderers, while creating products that combine Moroccan tradition and modernity.



ATELIERS S'ARTS

Moroccan brand created by painter Sanae Laghaout. Irresistibly attracted by the sea breeze, she finds inspiration in the waves of Taghazout. Her works are driven by this invigorating energy. The marriage of colors with epoxy resin and walnut wood, with its rich, warm hues, creates a harmonious contrast that captures the peaceful, comforting energy of the ocean.



UGLY ART

Ugly Art Studio is an artisan pottery brand with unique and inimitable creations. Their products include earrings, mugs, plates and various decorative objects, all designed to bring a touch of originality to your everyday life.



ARTHEEMA

Welcome to Artheema, a company dedicated to the art of handmade embroidery and the creation of unique pieces that celebrate Moroccan heritage and culture. Founded by Salma Ait Azizou, who is passionate about traditional craftsmanship, the company specializes in the production of cushion covers and other home decoration items, meticulously hand-embroidered with motifs inspired by Morocco's rich cultural tapestry.



MOUJA INK

Mouja Ink is a cultural renaissance movement promoting the refined art of Amazigh tattooing. Sana Farhani, a 100% Moroccan artist, breathes new life into this ancient tradition, deeply rooted in the rich heritage of North Africa's indigenous peoples and threatened by modernity and colonialism. Each creation highlights the beauty and importance of Amazigh culture, with the aim of preserving and celebrating this heritage. As an Amazigh woman, Sana imbues each symbol with pride and identity, transforming this art into a powerful expression of resilience.



LAFAIR

Welcome to LaFair Art, where the Moroccan market "LaFairai" meets the world of art. Since 2017, LaFair has distinguished itself by blending fashion and art, with a unique approach that combines vintage treasures and contemporary creativity. Its mission is to reinvent fashion by fusing the timeless charm of vintage pieces with the audacity of artistic innovation, while promoting responsible and sustainable consumption. Moroccan culture, omnipresent in every creation, is harmonized with modern touches, offering a subtly reinvented elegance.

UPCYCLING



ACTED

Acted will produce a special creation for the Taghazout Surf Expo arches. More info on page 62

ACTED is a project where art and the environment come together to create unique works of art. Founded by Zakaria Idbellahcen and Fatima Zahra Chaouf, Acted combines artistic passion and ecological commitment to transform everyday waste into inspiring pieces of art. Fatima Zahra, an environmental engineer and artist, combines her passion for color with her love of nature to create vibrant works of art. Zakaria, an artist and ingenious handyman, devotes himself to creating statues and installations using a variety of recycled materials. Together, they apply their skills to transforming objects such as cassettes, plastics, coffee capsules and other waste materials into works of art.

SOUK CREA



GLITZ

Welcome to the small business of gifts and goodies for fans of rock music & surf animation! From key-rings and adorable mugs to personalized t-shirts and posters, Glitz's unique creations are sure to please any enthusiast. Carefully crafted gift boxes are also available for friends and family. At Glitz, love and passion for surfing and rock music are at the heart of every item!



AYA

Local brand based in Tamraght. Inspired by this town lifestyle, from beachwear to stylish dresses. All the products are handmade and produced in Morocco.



AMUL

Amul is a brand of handmade kimonos and tank tops for men and women, based in Tamraght and founded by Donya.



MREMA CORNER

Meet Asmae and Nassima, the faces behind Mrema Corner, the enchanted world of embroidery where art meets passion! Whether you're looking for a personalized gift or a unique decoration for your home, Mrema Corner offers a wide range of designs and styles to suit every taste. Their creations are made with meticulous care and a passion for detail, using high quality materials to ensure the durability and beauty of each piece. Every order is an opportunity for them to create something special and memorable, to add a touch of elegance and charm to your daily life.



SALTY SOUL

Salty Soul is a clothing and accessories brand that was designed in France and was born in Morocco. Salty Soul represents much more than a name, it is a way of life, a state of mind. A life of travel and discovery, never far from the ocean. Our goal is to bring comfort in textures, with quality through the fabrics we use, and body comfort, with essentially oversized cuts that adapt to any type of morphology to sublimate them through our colorful collections and summer notes designs.



AROMA MAGHRIB

Aroma Maghrib is a Moroccan brand that celebrates the country's cultural richness through a range of scented candles inspired by different Moroccan cities. We combine traditional craftsmanship, contemporary design and unique fragrances to offer an immersive sensory experience.



DISTOREAL & BALLMAAN

Distoreal and Ballmaan are streetwear, vintage and second-hand stores. We cater to workwear, streetwear, surf and skate enthusiasts, offering popular brands such as Stüssy, Carhartt, Dickies, Supreme, Nike and many others.

FOOD COURT



FLEUR DE MING

Sushi Fleur de Ming is a Moroccan restaurant chain founded in 2004 by Wadie Elyoubi. Leader on the sushi market in Agadir, the Sushi Fleur de Ming Group now has over 4 restaurants and 80 employees. A trendsetter in Japanese sushi, the company has always offered a wide range of tasty recipes adapted to Western palates.

In order to adapt to all its customers and all types of diets, the brand has been offering classic, hot, cold, healthy, veggie, vegan and gluten-free recipes for several years now. Concerned with the quality of the products it offers its customers, the brand controls its production chain from A to Z thanks to its laboratory.



ZAZ

ZAZ... Where every bite is a journey through flavors and culture. Located in the heart of Tamraght, our Moroccan-inspired restaurant offers the best of North African and Mediterranean cuisine. From tapas to grilled meats, we offer a delicious experience, perfect for any occasion.



Avec le soutien du Service de Coopération et d'Action culturelle de l'Ambassade de France au Maroc.

SCIENTIFIC MEETINGS

To know where we are going, we must first understand where we come from. Taghazout Surf Expo has recognized this by engaging a team of 15 researchers (professors and doctoral students) from the Ulysses Lab Network (Belgium) and the Laboratory for Research on Languages and Communication at Ibn Zohr University (Larlanco, Morocco). Working in the field since 2021, they have delved into the historical, urban, architectural, and socio-economic evolution of Taghazout to assess the impact of surfing in the region.

Their work has notably highlighted the digital nomadism trend, for which Taghazout is a preferred destination. This year, we are very proud to offer a special roundtable discussion on the “Surf Towns and Villages in Morocco” label. We hope this will be the first step to achieving this label by 2025. Two other roundtable discussions will allow researchers to share their findings with professionals. Similarly, the pitch space in the ephemeral village will host 4 workshops promising rich interactions with the public.

This scientific aspect, unprecedented in a professional expo of this kind, provides valuable resources for the local surf industry's sustainable development, in harmony with the environment and its residents, in line with the values that Taghazout Surf Expo aims to promote.



Challenges and Opportunities: Summary of Scientific Work

The research conducted as part of Taghazout Surf Expo is compiled in a publication that will be distributed at the end of the expo. At the crossroads of several disciplines (tourism, marketing, communication, sociology, architecture), this synthesis highlights, among other things, the local population's strong involvement in the tourist development of the region and the importance of the city's multicultural identity, which is shaped by surfing.

However, touristic development presents environmental challenges: protecting natural spaces, preserving water resources, managing waste, and so on. Similarly, at the socio-economic level, the rise in quality of touristic infrastructures must be integrated physically and socially with the traditional heritage, so as not to segregate part of the population.

To address this, researchers have recommended a paradigm shift in how to “sell” the Taghazout destination. The idea is to move away from marketing logic to create value by placing the region and its residents at the heart of the development project. In other words, instead of asking “what do customers want?” the question becomes “what does the community want to offer and share?” This approach caters to the tourists' need for authenticity while improving the living spaces of the residents.



ulysses



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DE TOURISME,
CULTURE
ET HOSPITALITÉ
UNIVERSITÉ D'ANGERS



UNIVERSITÉ
DU LITTORAL
CÔTE D'OPALE



PROFESSIONAL ROUNDTABLES

Fairmont Taghazout Bay Hotel

For professionals only

“SURF TOWNS AND VILLAGES IN MOROCCO” LABEL

Thursday, October 24,
2 to 5 p.m.

The “Surf Towns and Villages in Morocco” label is a quality label designed to promote towns and villages that provide a welcome and a favorable environment for surfing, both for the local population and for tourists. This roundtable will bring together the players involved in the process of creating a label in order to engage them in the development of the project.

Objectives:

- ✦ Formalize the creation of a steering committee and its commitment to the implementation of a “Surf Towns and Villages in Morocco” label.
- ✦ Draw up the action plan needed to complete the project by 2025 (next TSE).

With the researchers:

- ✦ **Stéphanie Crabeck**, Lab-réseau Ulysse, HEPH-Condorcet (Belgium), director of Lab-réseau Ulysse, researcher specializing in tourism destination development
- ✦ **Christophe Guibert**, University of Angers (France), sociologist specializing in the relationship between surfing and public policy
- ✦ **Florian Lebreton**, Université Littoral Côte d’Opale (France), InRenT, Sociology - Sports Sciences
- ✦ **Mokhtar El Maouhal**, Larlanco, Université Ibn Zohr (Morocco), Director of the Larlanco Communication Laboratory

SURFING AND DIGITAL NOMADS: AN ADAPTED ACCOMMODATION OFFER

Friday, October 25
from 10am to 1pm

This roundtable will highlight the growing importance of this topic in a rapidly expanding market. The digital nomad lifestyle and the passion for surfing are growing in popularity, making it essential to create accommodation offers adapted to both trends.

Objective:

The main objective is to formulate concrete recommendations for accommodation providers, investors and industry professionals. Our aim is to provide clear guidelines and strategies for the design and implementation of high-performance, competitive hosting offers.

Moderator:

- ✦ **John Van Den Plas**, Lab-réseau Ulysse, EPHEC (Belgium), anthropologist, researcher on digital nomadic clientele



GUIDELINES FOR SURF AND BODYBOARD COMPETITION ORGANISATION

Friday, October 25,
2pm to 5pm

This roundtable, hosted by the Royal Moroccan Surf Federation, will bring together key speakers, including players from the surf and bodyboard industry, members of the local community and surf associations.

Objectives:

- ✦ The aim is to create a roadmap for the organization of international surf and bodyboard competitions in Morocco and Africa. Participants will bring their expertise and perspective to explore development opportunities, logistical challenges, sports tourism promotion and community engagement. By working together, they will help strengthen the region’s position on the global surfing scene.

Hosted by:

The Royal Moroccan Surfing Federation

SPEED MEETINGS

After each round table

A speed meeting is scheduled to enable local professionals to meet with guest speakers and participating institutions.

The aim is to create a space for rapid exchange between as many of the show’s participants as possible, in order to make contacts, seize business opportunities, share experiences... All in a relaxed atmosphere.

SCIENTIFIC WORKSHOPS

Pitch space

Open to all

A program resulting from the collaboration between the Research Laboratory on Languages and Communication (Larlanco) at Ibn Zohr University in Agadir, the Ulysse Lab-Network (Belgium), and researchers from various international universities.

WORKSHOP 1: MULTICULTURAL ENTREPRENEURSHIP IN TAGHAZOUT AND TAMRAGHT

Thursday, October 24,
11:30 a.m. to 1 p.m.

Discover the forms and impact of the arrival of digital nomadism and multicultural entrepreneurship in the villages of Tamraght and Taghazout. Participants will discover how these entrepreneurs are using coworking spaces, transforming places and integrating practices such as sports and spiritual retreats or female entrepreneurship into the local economy. The workshop will also address the issue of staged authenticity and the cultural dynamics influenced by the arrival of non-local players. This rendezvous is a unique opportunity for tourism professionals, entrepreneurs, and all those interested in sustainable development and the management of tourism activities, to gain valuable insights into the economic, social and cultural transformations underway in Taghazout.

Coordinators

- ✦ **John Van Den Plas**, Lab-réseau Ulysse, EPHEC (Belgium), anthropologist, researcher on digital nomadic clienteles
- ✦ **Mohamed Zaki Lhasnaoui**, Larlanco, Université Ibn Zohr (Morocco), Researcher in digital and audiovisual communication
- ✦ **Valentin Chenier** president of the Niort Skate Association (France) and doctoral student in sociology, youth studies, at the University of Tampere (Finland).



WORKSHOP 2 - ATTRACTING AND PROMOTING SURF DESTINATIONS: MARKETING STRATEGIES AND LABELING

Friday, October 25,
1 pm to 2:30 pm

The aim is to explore how a label can promote localities that not only provide a quality welcome to surfers, both local and tourist, but also respect and preserve the coastal environment. During this workshop, participants will explore the criteria for setting up policies to promote surfing activities in their territories, and the benefits of a label, from boosting territorial attractiveness to improving the quality of teaching and tourist services.

Participants will be encouraged to share their experiences and collaborate on ideas for developing a national network that meets the specific challenges of Moroccan coastal towns. This roundtable will highlight measures and initiatives to enhance the attractiveness of the region by creating a marketing approach specifically dedicated to the surfing ecosystem.

Coordinators

- ✦ **Christophe Guibert**, University of Angers (France), sociologist specializing in the relationship between surfing and public policy
- ✦ **Florian Lebreton**, Université Littoral Côte d'Opale (France), InRenT, Sociology - Sports Sciences
- ✦ **Abdelfettah Nacer Idrissi**, Université Ibnou Zohr (Morocco), Larlanco, Communication - Language Science

WORKSHOP 3: DESTINATION DISCOURSE: BETWEEN MARKETING AND CULTURAL AUTHENTICITY

Saturday, October 26th
from 1 pm to 2:30pm

In the world of tourism marketing, the balance between effective promotion and the preservation of cultural authenticity is a delicate one. This workshop addresses the complexities and challenges of brand and influencer communications about destinations, focusing on how these discourses can sometimes oversimplify or distort the historical and cultural reality of places. Marketing professionals, local decision-makers, cultural heritage experts and affected communities are invited to explore the impacts of these communication strategies. This event aims to provide strategies and tools for professionals wishing to promote destinations responsibly and respectfully. Discussions will encourage critical reflection on current practices and propose innovative approaches for more authentic communication that respects the cultural identity of the places being promoted.

Coordinators

- ✦ **Mokhtar El Maouhal**, Larlanco, Université Ibn Zohr (Morocco), Director of the Larlanco Communication Laboratory
- ✦ **Ennaciri Hassan**, Université Ibnou Zohr (Morocco), Larlanco, Intercultural Communication

WORKSHOP 4: WINNING STRATEGIES: EXPLOITING THE DIVERSITY OF ACCOMMODATION TO BOOST APPEAL FROM AGADIR TO TAGHAZOUT

Sunday, October 27,
11:30 am to 1 pm

Dive into the morphological evolution of villages and resorts stretching from Agadir to Taghazout. Participants will explore various types of accommodation, from youth hostels to luxury establishments, and understand how each category shapes the local landscape and influences the attractiveness of the region. The workshop will highlight strategies for leveraging the diversity of the accommodation offer to enhance the attractiveness of the region. Join us for enriching discussions and knowledge-sharing that will help you better understand regional development dynamics and investment opportunities in the tourism sector. This workshop is an ideal opportunity for tourism professionals, urban planners, real estate investors and anyone interested in urban planning and sustainable tourism development.

Coordinators

- ✦ **Amal Ben Attou**, Larlanco, Université Ibn Zohr (Morocco), researcher in communication and identity communication
- ✦ **Stéphanie Crabeck**, Lab-réseau Ulysse, HEPH-Condorcet (Belgium), Lab-réseau director Ulysse, researcher specialized in tourism destination development



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SCIENTIFIC SPEAKERS

INTERNATIONAL SCIENTIFIC COORDINATION



MOKHTAR EL MAOUHAL
LARLANCO, UNIVERSITÉ IBN ZOHR -
LARLANCO (MOROCCO)

Mokhtar El Maouhal is a professor at Université Ibn Zohr in Agadir, director of the Language and Communication Research Laboratory (Larlanco) and head of the “Communication des organisations” master’s program.

His latest publications include:

- ✦ “les plateformes virtuelles comme moyen d’autoformation au savoir-lire numérique”, in Pédagogie universitaire numérique: Quelles perspectives à l’ère des usages multiformes des réseaux sociaux pour apprendre? Mulhouse, May 2021, Université de Haute Alsace.
- ✦ “L’analyse des interactions communicationnelles des étudiants dans un dispositif d’apprentissage en ligne”, in Revue Adjectif de l’université Paris-Descartes, 2021 T 1. (Thématique du numéro: Production d’écrits et technologies) Issues in Education Quality: Teaching, Volume 1. (Editors: M. El Maouhal, M. Zniber & O. Barakat), Agadir, Ibn Zohr University, 2020



STÉPHANIE CRABECK
HEPH CONDORCET - ULYSSE (BELGIUM)

Stéphanie Crabeck holds a PhD in Tourism Sciences and Management and a DEA in Regional Planning and Environmental Management (University of Brussels). Her work focuses on the sustainable development of tourism and heritage mediation. Her work focuses on the sustainable development of tourism and the mediation of heritage, with a focus on planning, tourism practices and territorial representations, through comparisons between Western and Southern (particularly African) territories. A professor in the Marketing, Tourism and Hotel Management department at the Haute Ecole HEPH - Condorcet, she regularly teaches at various universities in Europe and the South. She is the founder of the Ulysse lab-network, the first inter-institutional higher education structure dedicated to teaching and applied research in the field of tourism in French-speaking Belgium. She also coordinates development cooperation projects in the tourism sector and organizes international conferences.

LARLANCO RESEARCH TEAM



AMAL BEN ATTOU

Amal Ben Attou is a professor of languages and communication at the Laboratoire de recherche sur les langues et la communication (Larlanco) at Université Ibn Zohr d’Agadir. Her research focuses on architectural and territorial communication, as well as on themes of identity and society.



ABDEL FETTAH NACER IDRISSE

Abdelfettah Nacer Idrissi is a university lecturer with a doctorate in language sciences and a professor of French linguistics at the Faculty of Letters and Humanities, Université Ibn Zohr, Agadir. He is also an expert evaluator with ANEAQ (Agence Nationale d’Evaluation et d’Assurance Qualité de l’Enseignement Supérieur et de la Recherche Scientifique) in Rabat, and was coordinator of the Master Didactique du FLE: Culture et Médiation from 2016 to 2020. He is also President of the Centre Marocain d’Études et de Recherche en Sciences Humaines et Sociales and a member of the Laboratoire de Recherches en Langues et Communication (Larlanco), accredited by CNRST-Morocco. His fields of research are rich and diversified: language sciences, discourse analysis, language didactics, Arabic dialectology (particularly Moroccan Arabic), communication, etc.



HASSAN ENNACIRI

Hassan Ennaciri is a teacher-researcher in Information and Communication Sciences at LARLANCO, Université Ibn Zohr, Agadir. His scientific publications focus on the themes of communication and culture, education and its relationship to ICTs, and issues linked to interculturality and mediation. He is a trainer for companies and public institutions, notably in the fields of organizational communication, interpersonal communication and professional coaching.



MOHAMED ZAKI LHASNAOUI

Mohamed Zaki Lhasnaoui is Professor of Literature at the Faculty of Letters and Humanities of Agadir - Université Ibn Zohr, researcher in audiovisual communication and artificial intelligence and member of the Larlanco Language and Communication Research Laboratory.

INTERNATIONAL PROFESSORS AND RESEARCHERS



CHRISTOPHE GUIBERT

Christophe Guibert is a sociologist, senior lecturer at the University of Angers (UFR ESTHUA Tourisme et Culture), and researcher at the “Espaces et sociétés” laboratory at the University of Angers. He examines the many dimensions of surfing (public policies, jobs, social and cultural uses, gender, etc.) in France, but also in various foreign countries (China, Taiwan, Morocco, USA, etc.). His work is part of a dispositionalist and multi-methodological sociology, and aims in particular to deconstruct the spontaneous representations that characterize the world of surfing. He is the author or co-author of L’univers du surf et stratégies politiques en Aquitaine (L’Harmattan, 2006), “Les sports de nature : une catégorie de l’action politique en question” (Éditions du Croquant, 2017). He directs two bachelor’s degrees and a master’s degree in coastal tourism at Les Sables d’Olonne, a branch of the University of Angers.



FLORIAN LEBRETON

Florian Lebreton is a socio-anthropologist specializing in outdoor recreational and sporting practices at Ulco (Université Littoral Côte d’Opale) and a teacher-researcher at INRENT (Institut de Recherche et Enseignement en Tourisme, Littoral et Patrimoine), affiliated with the Lab-Réseau Ulysse. He is also head of the Master in Tourism and Sports Leisure Management (Master MTLs-ULCO).



JOHN VAN DEN PLAS John Van Den Plas is an anthropologist (specializing in ethnographies of intercultural relations) specializing in travel and leisure, and a teacher-researcher at EPHEC Business (Management of Leisure and Tourism in Brussels) affiliated with the Lab-Réseau Ulysse. He is also a consultant for project analyses (tourism, associations, non-governmental organizations, etc.) and studies their relations with local populations (more specifically in Western Europe, North Africa, West Africa and Cuba). He also coordinates the "Zinneguides" project of intercultural and alternative tours of Brussels.



VALENTIN CHENIER Valentin Chenier is a skateboarder, doctoral student in sociology and youth studies at the University of Tampere (Finland) and president of the Niort Skate Association (France). He is currently working on a thesis on the relationship between the evolution of the skateboard scene in Morocco and the economic and cultural transformations of local territories, with a particular focus on youth entrepreneurship.

PHD STUDENTS – RAPPOREURS



**KARIM
EL MAHJOUBI**



**ZAKARIA
OUALLOU**



**NADIA
DINAMOU**



**IMANE
ZINOUF**



**YASSINE
EL FADILI**



"The international hub
of the surf ecosystem"



L'OUVRAGE SCIENTIFIQUE COLLECTIF

DU TAGHAZOUT SURF EXPO

2022-2023

Surf, Société et Territoire
Vers une compréhension globale
de l'écosystème Surf de Taghazout

WAVE OF SUCCESS

Pitch Space

Open to all

Taghazout Surf Expo is proud to organize an information session in the Pitch Space, in partnership with the Centre Régional d'Investissement Souss Massa (CRI), the Société de Développement Régional du Tourisme (SDRT) and SDR TPME S.M.A.R.T Tourisme, entitled "Wave of Success". These workshops will highlight financing opportunities for tourism players in the Souss Massa region, particularly those accessing surfing and related activities.



المركز الجهوي للاستثمار سوس ماسة
Centre Régional d'Investissement Souss Massa

WAVE OF SUCCESS : ABRID PROGRAM (CRI)

Thursday, October 24,
1:30 pm to 2:30 pm

Abrid's main objective is to guide and support young people with ideas and projects by offering them comprehensive assistance through three main axes: Abrid Animation, Abrid Incubation, and Abrid Acceleration. This program is designed to accompany young entrepreneurs at every stage of their journey, from the conceptualization of their idea to the acceleration of their project. Hosted by CRI (Centre Régional d'Investissement Souss Massa)



WAVE OF SUCCESS: SDRT & DÉLÉGATION RÉGIONALE DU TOURISME D'AGADIR

Friday, October 25,
3 pm to 4 pm

The SDRT (Société de Développement Touristique du Souss Massa) has set up a financing program for tourism players in the Souss Massa region. Initially aimed at upgrading hotel establishments in Agadir, this assistance program will now be extended to Taghazout and Tamraght, with a particular focus on surfing. Cap Hospitality program - Délégation Régionale du Tourisme d'Agadir

The Cap Hospitality program aims to modernize 25,000 hotel rooms in preparation for the sporting events that Morocco will be hosting, such as the 2025 CAN and the 2030 World Cup. It offers investment financing for tourist accommodation establishments to support renovation projects, acquisition of shutdown tourist units coupled with renovation, and energy efficiency.



Royaume du Maroc
Ministère du Tourisme, de l'Artisanat,
et de l'Économie Sociale et Solidaire
Département du Tourisme
Délégation Régionale du Tourisme Agadir



Royaume du Maroc



S.M.A.R.T. TOURISME
SDR TPME SOUSS MASSA

WAVE OF SUCCESS: SDR TPME

Saturday, October 26,
3 pm to 4 pm

SDR TPME Souss Massa - Smart Tourisme (Société de Développement Régional pour la Promotion des TPE et PME Touristiques du Souss Massa) is launching a call for projects to provide technical and financial support for tourism SMEs. With the main objective of enriching and densifying the entertainment offer of the Agadir Souss Massa destination, projects from the entertainment and leisure sectors, as well as projects of an innovative nature, will be given priority in the selection process.



girl on the wave

WAVE OF SUCCESS: A TAGHAZOUT SUCCESS STORY : GIRL ON THE WAVE & RIAD DLIM

Sunday, October 27,
1:30 pm to 2:30 pm

The first Taghazout Surf Expo in 2022 created important synergies between local tourism, represented by establishments such as Riad Dlim, and international surf industry players such as Girl on the Wave. It has also brought two women entrepreneurs together, creating business opportunities that have led to over a hundred customers coming to Tamraght, generating a positive socio-economic impact for the region and ensuring the sustainability and growth of local businesses. This partnership goes beyond simple business relationships, as it enables each party to benefit from the other's expertise, fostering mutual excellence through the development of new services, the improvement of accommodation infrastructures, and the optimization of surf lessons offered to Girl on the Wave's customers. These collaborations raise Tamraght's profile on the international surfing scene, encouraging women and investors to discover and exploit the region's potential. Their success will be showcased at the third Taghazout Surf Expo as part of the "Wave of Success" program.

SURF & WORK PLATFORMS AND TOUR OPERATORS

Surf & Work platforms and specialized tour operators will be present throughout Taghazout Surf Expo, to create connections with local partners in Moroccan surfing and tourism. Come and meet them!



THE SURF TRIBE
WWW.THESURFTRIBE.COM

The Surf Tribe is a surf and travel agency founded in 2019 by a group of passionate friends. Weary of routine, they chose to live a perpetual adventure, where every day feels like a surf trip: connected to nature, surrounded by friends, in search of new waves and experiences. The agency offers surf trips for all levels, from beginner to expert, aimed at bringing people together around surfing, creating lasting friendships, and promoting a way of life in harmony with the ocean and local cultures. The Surf Tribe values sustainability by collaborating with local partners and supporting ocean protection initiatives via 1% for the Planet. Its values include knowledge, quality, respect, collaboration and community, offering a unique, authentic and eco-friendly experience.



VAGABONDE TRAVEL
VAGABONDETRAVELPLANNER.FR

Vagabonde Travel Planner offers you tailor-made travel advice and organization. Whether you're looking for a local getaway or a dream trip to the other side of the world, Vagabonde Travel Planner will help you plan and organize your trip from A to Z, according to your desires, your needs and, above all, your budget. We'll work with you to create a unique, personalized stay. Don't wait any longer to make your travel dreams come true!



NOMADICO
WWW.NOMADICO.IO

Nomadico Coliving is a network of affordable residences that create meaningful communities for nomads around the world. Nomadico teams up with local guesthouses and surf camps in every country to offer authentic experiences, with a focus on outdoor adventures. Are you a nomad looking for a community, or an owner looking to attract remote workers? We look forward to hearing from you!



XANADU
XANADUSURF.COM

Xanadu Surf & Yoga isn't just about two beautiful locations in Lombok, Indonesia and well-designed surf and yoga programs, it's first and foremost about the people who are part of it and create a memorable experience. Whether it's the surf and yoga weeks, our commitment to what we call Barefoot Luxury or the radiant team who make you feel like family, our aim is to create an environment where you can relax from the moment you arrive and explore a slower, closer-to-nature way of life.



THE OFF SITE
THEOFFSITE.UK

COLIVE. COWORK. COPLAY.
Pop up coliving & coworking around the world! The Off Site has organized some 20 coliving trips on 4 continents with over 110 people of more than 35 nationalities. From the spectacular landscapes of Sweden to the hot climates of Mexico, the team is passionate about balancing work and play in the world's most beautiful places. You can even join their trips if you're not working - explore on your own during the day, then meet up with your fellow Offsiders for night-time adventures!



AWAVE TRAVEL
AWAVETRAVEL.COM

Awave Travel offers an exclusive selection of the best luxury surf resorts, surf camps and surf cruises around the world. Made up of passionate surfers, the team shares their love of traveling to remote and exotic waves, while eliminating the stress and uncertainty often associated with these adventures. Depending on your needs, Awave Travel's team of experts will help you find the ideal location for your next trip. All advice is completely free of charge, and thanks to the Best Price Promise, you can be sure of always getting the most advantageous rate!



GLOBAL NOMAD PASS
GLOBALNOMADPASS.COM

Global Nomad Pass is a subscription that gives digital nomads exclusive discounts at over 500 hidden gems around the world, including cafés, coworking spaces, fitness studios, hotels, colivings, restaurants, bars, salons, spas and local points of interest.
The company only partners with local businesses located in some of the world's favorite nomad destinations, including Mexico City, Lisbon, Berlin, Bansko, Medellin, Chiang Mai, Bali, Buenos Aires, Tbilisi, Da Nang, Barcelona, Koh Phangan, Gran Canaria, Siargao, Playa Del Carmen, Madeira, Antalya, Cape Town, Budapest, Tenerife, Rio de Janeiro, Taghazout, Tirana, Athens, Valencia, Fukuoka, and Florianopolis.



THE VIOMATI CO
THEVIOMATI.CO

The Viomati Co is a young company specializing in organizing unforgettable retreats, internships and personalized community experiences. Learn from and with each other through masterminds, skill-sharing sessions and workshops. It's not just a trip, but a life-changing experience. Join us and immerse yourself in a world of inspiration, connection and personal development. Whether you're an individual or a company, The Viomati Co is here to organize tailor-made events and retreats that meet the specific needs of your community or business. Let us create an unforgettable experience that inspires and fosters growth for you and your team. Whether you're looking for an exciting adventure, productive work time or an opportunity to expand your network, our events are designed to fuel your drive and bring new inspiration to your business or projects.



MADEIRA FRIENDS
MADEIRAFRIENDS.ORG

Founded by Marelin and Luis, Madeira Friends bridges the gap between locals and internationals in Madeira, which sees its international community grow on the island year on year. Generosity is at the heart of everything they do: they participate in numerous activities and social initiatives and have already organized over 200 events in 2024, bringing together over 7,000 people, digital nomads, remote workers, expats and locals alike. In addition to the day-to-day work of integrating these international workers, Madeira Friends aims to reinforce the impact of the program for digital nomads launched in the region by the government. Marelin and Luis are convinced that the digital economy can help Madeira's development, while avoiding the classic pitfalls and obstacles associated with the island's geography. On the contrary, they see enormous potential in this economy for sharing knowledge, digital skills and opportunities with the locals.



TRUCK SURF HOTEL
TRUCKSURFHOTEL.COM

The Truck Surf Hotel is an original idea by the Portuguese couple Eduardo Ribeiro and Daniela Carneiro. Their Mercedes truck, transformed into a mobile hotel, travels along the Moroccan coast from November to March, between Agadir and Essaouira, and the Portuguese coast from May to October.

When parked, the truck's walls extend to offer comfortable accommodations with a fully equipped kitchen, living room, toilet, shower, terrace, and five double rooms that can host up to 10 people. This concept caters to surf enthusiasts, whether beginners or experienced, as well as adventurers passionate about outdoor activities. The program includes surfing, excursions, yoga, sunset barbecues, and local activities such as hammam, horseback riding, and exploring local cultures.

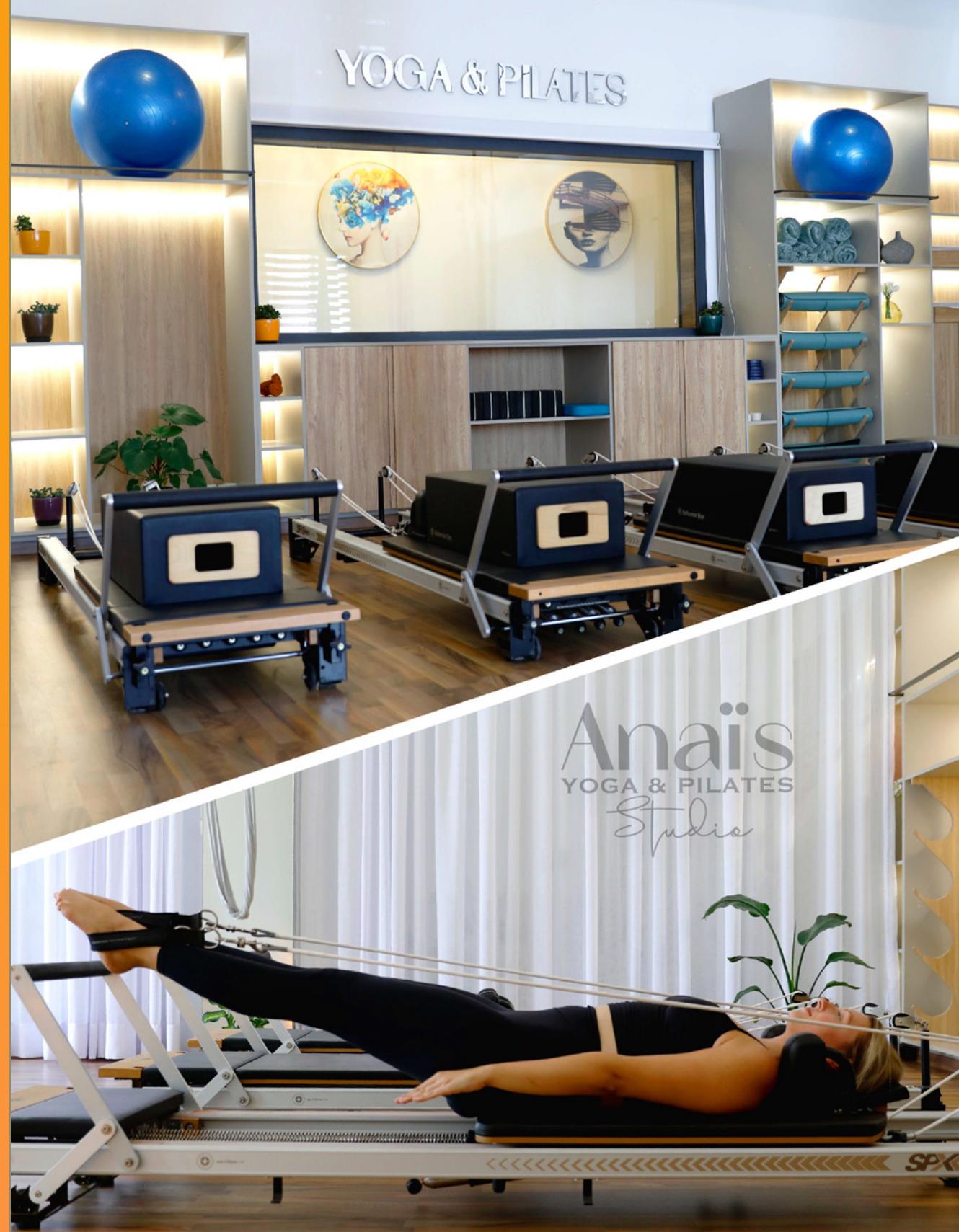
The typical itinerary in Morocco includes stops in Agadir, Taghazout, Imsouane, Sidi Kaouki, and Essaouira. Eduardo and Daniela offer a unique and authentic experience, fully immersed in nature, the ocean, and local cultures.



MACEDA
SURF-CAMP

MACEDA SURF CAMP
MACEDASURFCAMP.COM

Maceda Surf Camp, an eco-friendly surf camp located in Maceda, Portugal, offers much more than just surf lessons. Nestled in the heart of nature, it also provides stimulating activities that encourage connections with like-minded people. Secluded and peaceful, the camp boasts a large garden bordered by a forest, offering plenty of spaces to socialize as well as opportunities for solitude. The sense of community, the calming atmosphere, and the pristine beaches make this place a true coastal retreat, far from the hustle and bustle of daily life.



Anaïs
YOGA & PILATES
Studio

SHARE MY EXPERIENCE

Pitch Space

Open to all

BEN NEUMANN



© seatechfoto

Thursday, October 24
from 4 to 5 p.m.

Ben Neumann: Being blind is seeing with your imagination

Ben Neumann, 19, is a German adaptive surfer who competes internationally despite going blind at the age of six. He started surfing at the age of 13 on a Citywave (artificial wave), then on a famous river wave, learning step by step how to maneuver waves without being able to see them. In 2021, he crossed over to the ocean, became a member of the German national para surf team and won the bronze medal at the ISA para surf world championships in California. True to his motto “no limits”, he tries to show that the possibilities are endless, not only on the waves of the ocean, but also on the waves of our lives, as long as we focus on abilities rather than handicaps.

JOHNNY CABIANCA



Friday, October 25,
4:30 to 5:30 p.m.

Johnny Cabianca / 3x World Shape Champion

Hailing from the iconic town of Maresias, near São Paulo, Johnny Cabianca began shaping surfboards professionally in 1981, and hasn't stopped since. A background in industrial design and an encyclopedic knowledge of surfboard shaping, materials and technology are what set Cabianca's boards apart.

FRMS space

RAMZI BOUKHIAM



© isasurfing

Saturday, October 26
from 11am to 12pm

Ramzi Boukhiam: the Moroccan pioneer of international surfing

Ramzi Boukhiam, born in Agadir, is one of the greatest ambassadors of Moroccan surfing. Known for his fluid, powerful style, he has shone on the international scene, competing against the world's best surfers. The first Moroccan to qualify for the Olympic Games, he put in a fine performance at the Paris 2024 Olympics, reinforcing his place among the world's elite. Ramzi embodies the future of African surfing and continues to push his limits while inspiring younger generations to follow their dreams, from local spots to international competitions. A model of perseverance and passion for the ocean.

OTHMANE CHOUFANI



Saturday, October 26
from 1:30 p.m. to 2:30 p.m.

Othmane Choufani : The big wave rider

Othmane Choufani is a Moroccan professional surfer renowned for his performances in extreme surfing. A native of Agadir, he has made a name for himself on the international scene by taming the world's most dangerous waves. Othmane is an ambassador for Moroccan surfing and a role model for the country's young surfers.

VASCO RIBEIRO

Saturday, October 26
from 3 p.m. to 4 p.m.



© FAIZ ABDELHALIM

Vasco Ribeiro : 5x champion of the Liga MEO Surf

Vasco Ribeiro, one of the emblematic figures of Portuguese surfing, began competing at the age of 9. He quickly amassed a string of titles, becoming Portuguese, European and ASP Junior World Champion. A regular on WSL circuits at the highest level, this athlete, whose career is currently on hiatus, honors us a second time with his presence at Taghazout Surf Expo.



SURF SHOW

Our guest surfers will be demonstrating their skills at Anchor Point, to the delight of young and old alike!

Saturday, October 26,
4 - 6 pm

**Ramzi
Boukhiam**



Saturday, October 26,
4 - 6 pm

**Vasco
Ribeiro**



Saturday, October 26,
4 - 6 pm

**Othmane
Choufani**



Sunday, October 27,
3 - 5 pm

**Ben
Neumann**

SURF TECH

Pitch space

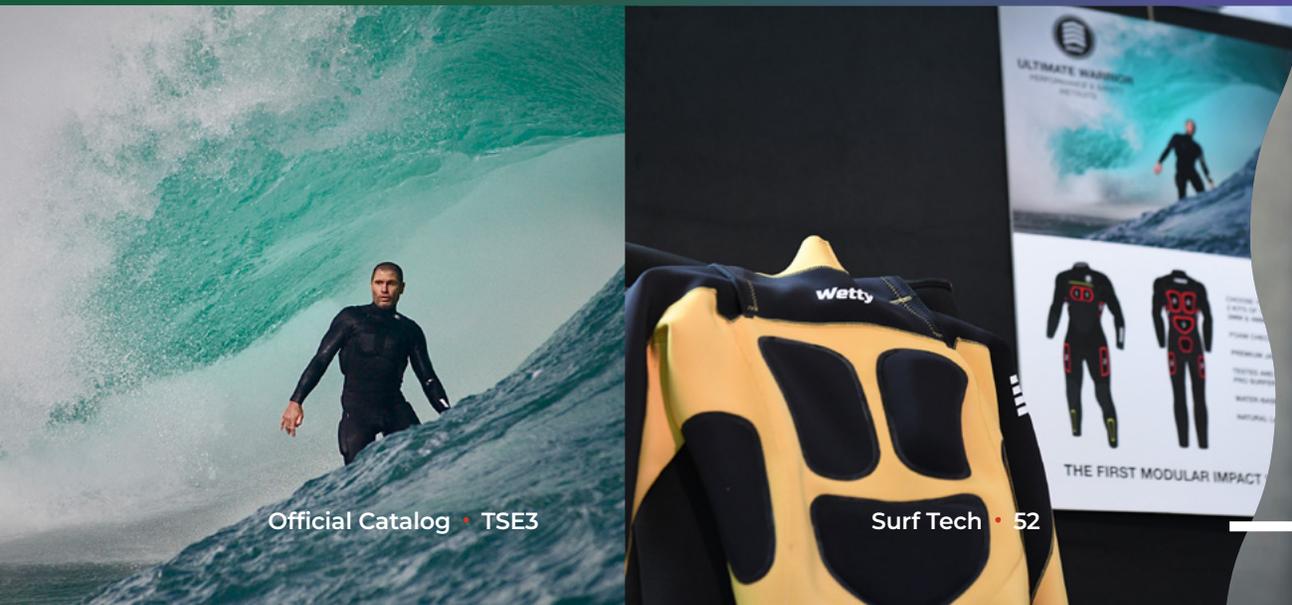


Saturday October 26, 12:30 p.m. to 1 p.m.

Wetty is a 100% independent French brand based in Biarritz and founded in 2014 by Grégory Pelagahe. A former competitor in the 90s, Grégory began by developing a revolutionary “barefoot sensations” surf shoe. Today, top surfers (Joan Duru, William Aliotti, Patrick Beven, Jérôme Sahyoun, etc.) use Wetty booties in winter. In 2022, former pro surfer and influencer Noël Salas called Wetty booties “the best booties on the market” in the USA.

Wetty tackled wetsuits with the aim of better meeting the needs of core surfers. Wetsuits that are flexible, warmer and above all more resistant over time, while maintaining the highest ecological standards. Wetty works with the best Japanese neoprene, Asahi (the only brand to use it in Europe), which enables surfers to wear thinner, lighter and warmer wetsuits. Many brands call on Wetty to make wetsuits for their team riders.

The crowning glory came last year in 2023, when Wetty won the Eurosima Innovation Award for its wholesale wetsuit with integrated vest. This daring wetsuit perfectly embodies the spirit of innovation that drives our industry. Their new wetsuit with integrated vest offers a safe and practical solution for our big-game surfers, combining safety and ease of use in a single package with a commitment to reducing environmental impact. This wetsuit, developed with Jérôme Sahyoun, equips big-game surfers all over the world.



Pitch space



Sunday, October 27, 3 pm to 3:30 pm

Elite Surfboards, founded by Fouad Damir, manufactures ecological surfboards, customized to meet the specific needs of each surfer. Each board, a true work of art, is designed in collaboration with the surfer to suit his or her style, level of experience and the waves he or she rides. Taking into account criteria such as weight, experience and individual preferences, Fouad Damir offers customized boards that deliver performance and maneuverability, whether you're a beginner or an expert.

Morocco, with its renowned beaches and waves, is a surfer's paradise, but most boards are still imported. Elite Surfboards aims to become one of the first local brands to meet this demand, with products that are both authentic and environmentally friendly.

By producing locally, Fouad Damir reduces the carbon footprint while offering boards at more accessible prices. His approach supports the local economy while responding to ecological issues, in the belief that Moroccan surfers have an essential role to play in preserving the environment.



Fouad Damir

THE PROGRAM OF THE ROYAL MOROCCAN SURF FEDERATION

FRMS space



FÉDÉRATION ROYALE MAROCAINE DE SURF: CONQUERING WAVES AND HEARTS

Since its creation, the Fédération Royale Marocaine de Surf (FRMS) has established itself as the spearhead of surfing in Morocco, uniting enthusiasts and professionals around a discipline that is as demanding as it is rewarding. As a key player in the development of surfing in the Kingdom, the FRMS is committed to promoting the sport through a variety of initiatives, ranging from the organization of local and international competitions to the training of young talent. Over the past year, the Royal Moroccan Surfing Federation (FRMS) has achieved a number of notable accomplishments that have contributed to the development and promotion of surfing in Morocco.

Here is an overview of the year's main achievements:

Competitions and events

1. Organization of national and international competitions:
 - ✦ National surfing championships: several national competitions were held on various Moroccan beaches, attracting large numbers of participants and spectators in different categories and disciplines.
 - ✦ International events: Morocco hosted a number of international surfing competitions, reinforcing its position on the world surfing and bodyboarding scene, including the final leg of the European bodyboard championship in Dakhla, the first leg of the IBC world bodyboard championships in Agadir, and the Czech and Slovak national championships in Sidi Ifni.
2. Promoting local talent
 - ✦ Young talent development programs: the federation has set up training and talent detection programs to encourage the next generation of Moroccan surfers.



- ✦ It organized training for 135 participants (125 men and 10 women) at Imi Ouaddar. The training combined theory and practical lessons, as well as a 70-hour internship requirement before taking the final test to obtain the brevet fédéral.
- ✦ - Participation of Moroccan surfers in international competitions: Ramzi Boukhiam took part in the World Surfing Championships in Puerto Rico, where he confirmed his participation in the Olympic Games; 3 bodyboarders took part in the IBC World Championships in Brazil in March; 5 surfers took part in the Pro Juniors and QS in South Africa in June; and 6 bodyboarders took part in the IBC World Bodyboard Championships in the Maldives.

Development initiatives

3. Infrastructure and equipment:
 - ✦ Efforts have been made to set up new infrastructures for surfing associations in Oualidia, Tiznit plage d'Aglou and Oued Cherrât, to provide better training and competition conditions.
 - ✦ - Equipment supply: the federation distributed surfing equipment to young surfers and local clubs (over 195 surfboards, over 100 wetsuits, around 50 bodyboards and fins).



Promotion and Visibility

4. Communication and marketing

- ✦ Use of social media: the FRMS has stepped up its presence on social networks, particularly Instagram, to promote Moroccan surfers' events and achievements.

Awards and recognition

5. Honors and awards

- ✦ The federation devoted over 250,000 dhs to rewarding winners at national championships, all categories combined, plus support agreements for Moroccan male and female champions with sporting projects, to encourage their contributions to the sport and their outstanding performances.

These achievements demonstrate the Royal Moroccan Surf Federation's commitment to promoting and developing surfing in Morocco, while highlighting local talent and improving the sport's infrastructure and conditions.

Morocco, with its coastline stretching for miles and its world-renowned waves, offers an ideal playground for surfers. From Taghazout to Dakhla, via the beaches of Safi, Kenitra and Casablanca, the country attracts thousands of surfers every year in search of thrills and breathtaking scenery. The FRMS plays a crucial role in supervising this practice, ensuring that safety and quality standards are always respected.

MASTER CLASS FRMS 2024

MASTER CLASS: THE MINDSET IN SURFING COMPETITIONS

Thursday, October 24, 11:30 a.m. to 1 p.m.



@eliboorki

The mind is crucial in surf competition, enabling surfers to stay focused and calm in the face of unpredictable ocean challenges. Stress management, resilience and perseverance are essential for making quick decisions and getting back up after falls, maximizing their potential and performance.

Hosted by **Hanan Haddouch**

Over the past decade, Hanan Haddouch has distinguished herself as an organizational psychologist. Hanan specializes in coaching executives, top athletes and business leaders. Based in Amsterdam, she works with multinationals such as BP, Meta and Cathay Pacific. Hanan is not only a leading specialist in the prevention of burnout, she also works on promoting high levels of engagement at work. By combining her scientific knowledge with practical advice, she helps organizations and individuals to reduce stress, build resilience and create a healthy work environment. She has just organized her first retreat in Taghazout Bay, with a program that combines surfing lessons (coached by Maryam el Gardoum) and her own psychology classes. Hanan was born in the Netherlands, but her family is originally from Nador.

MASTER CLASS: PHYSICAL PREPARATION FOR SURFING COMPETITIONS

Thursday, October 24, 2 to 3 pm



This Master Class is designed to help surfers prepare physically for competition, focusing on key aspects of fitness, strength, endurance, flexibility and injury prevention.

Hosted by **Adil Chaoui**

Owner of MY GYM since 2000, Adil Chaoui is a certified coach in several sports disciplines. Passionate about sport, he has over 20 years' experience in the field. As a fitness trainer, he accompanies top athletes, celebrities and individuals alike, helping them to achieve their fitness and health goals over the long term.

Adil Chaoui will be running two surf fitness workshops, on Thursday October 24 and Sunday October 27 from 3.15pm to 4.15pm (more info on page 70).

MASTER CLASS: THE SCIENCE OF SURFING

Friday, October 25, 12 pm to 1:30 pm



This master class aims to provide an in-depth understanding of the natural elements that influence surfing. It focuses on two key areas: meteorology and oceanography.

Presented by **Aziz Bouchga**

Aziz Bouchga is a national surf coach and selector in Morocco, as well as a trainer of technical staff for the French Ministry of Sports. He also coaches private riders on the WSL tour. Passionate about the sport, he will be sharing his experience and skills with the TSE audience

MASTER CLASS: PILATES & SURFING: BOOSTING PERFORMANCE IN COMPETITION

Friday, October 25, 2pm to 3pm



Exploring the benefits of Pilates to improve fitness, flexibility and concentration, aiming for optimal performance in surf competitions.

Hosted by **Ricardo Gorjão**
With the participation of **Vasco Ribeiro**

Ricardo Gorjão is a classical Pilates instructor certified by the Uno Pilates School for Teachers, as part of the Principles of Guidance program. As defined by Joseph Pilates, the method's creator, Pilates or Contrology is a system of physical and mental exercises, so that the human body functions as it was designed to, becoming elegant, flexible and strong.

After 5 years dedicated to learning Contrology, studying the human body, practicing and teaching his clients, Ricardo has also trained athletes in various disciplines, including surfing, as more and more athletes begin to see Contrology as an effective method for improving performance and preventing injury.



MASTER CLASS: SCORING CRITERIA IN SURFING COMPETITIONS

Sunday, October 27 from 12pm to 1:30pm

To succeed in competition, it's crucial to understand how performance is evaluated. Today, we'll explore the details of the scoring criteria used by judges to evaluate waves and determine scores. Understanding these criteria allows you to better prepare your performances and optimize your chances of success in competition.

Led by the technical team of the **Royal Moroccan Surfing Federation**

MASTER CLASS: SURFBOARD SHAPING WORKSHOP

Sunday, October 27 from 2pm to 3:30pm



This workshop will give a clear idea of how to restore and maintain boards, ensuring optimum performance and longevity for the equipment.

Hosted by **Tarik Zrhilida**

A surfing enthusiast since the age of 15, Tarik Zrhilida started repairing his own boards at the age of 18. With time and experience, he began to offer professional repair services. In 2011, faced with the high prices of imported boards, he decided to shape his own boards, thus becoming a shaper. In 2017, he moved to Tamraght, and 2 years later launched his brand Tarik Surfboards. Today, he builds boards for surfers of all levels, combining expertise and passion.

Celebri-tea

Celebri-tea - Get Ready to Spill the Tea!

Catch the latest celebrity
gossips and candid conversations
with Celebri-tea

Bi-weekly,
Saturdays at 9 PM on 2M TV
social media platforms

Stay Tuned !



ARTISTIC PROGRAM

Surfing embodies a way of life that goes far beyond the sporting aspect. Artistic creation is a large part of this ecosystem, which has seen the emergence of its own disciplines such as surf art and pop surf music. Once again, Taghazout Surf Expo will be offering a host of workshops and cultural activities.

PAINT ON BOARD

Following the success of this workshop in the two previous editions, the L'Filasse collective has been invited to add its own unique touch to surfboards. The public can observe and interact with the artists in action, and leave with their own personalized boards, which will become a real work of art.

Customization fee applies. Bring your own board.



L'FILASSE

L'Filasse is a collective of young visual artists: Hamza Errachid Sfar and Ismaël Ahendouz, natives of southern Morocco and graduates of the Institut National des Beaux-Arts de Tétouan. The collective works on plastic art experiments inspired by themes with a spiritual dimension, drawn from nature, heritage and Moroccan popular culture. Representations of nature are manifold in Moroccan art, and the sea is one such representation that takes on a mystical form and a source of legendary inspiration. L'Filasse strives to launch a new spirituality nourished by the duality of the Atlas mountains and the sea... The collective will present drawings and paintings made during trips to various southern beaches.



UPCYCLING WITH ACTED

ACTED is a project where art and the environment come together to create unique works of art. Founded by Zakaria Idbellahcen and Fatima Zahra Chaouf, ACTED combines artistic passion and ecological commitment to transform everyday waste into inspiring pieces of art. Fatima Zahra, an environmental engineer and artist, combines her passion for color with her love of nature to create vibrant works of art. Zakaria, an artist and ingenious handyman, devotes himself to creating statues and installations using a variety of recycled materials. Together, they apply their skills to transforming objects such as cassettes, plastics, coffee capsules and other waste materials into works of art.

The ACTED project is not limited to artistic creation. It also offers interactive workshops open to all - children, teenagers, adults and families - to discover the art of recycling and raise awareness of sustainability. These workshops offer an opportunity to get actively involved in transforming waste into works of art, while learning about the importance of preserving our environment.

Spotlight on the Taghazout Surf expo / ACTED collaboration:



After having had the privilege of leading upcycling workshops at the first Taghazout Surf Expo, we're delighted to be contributing to the third edition with an innovative artistic project: dressing the arcades with waste such as plastic bags, packaging and fabric scraps, materials that are omnipresent in our daily lives but unfortunately difficult to recycle and often abandoned. For this installation, we drew inspiration from Boucharouit carpets, a Moroccan weaving tradition using recycled materials. Boucharouit rugs, whose name means "fabric scraps", are characteristic of Moroccan craftsmanship. They are made from reclaimed materials such as fabric scraps, clothing and wool, creating colorful and unique works of art. This project will showcase our Boucharouit weaving technique while highlighting the importance of recycling and creativity in waste management. We look forward to sharing this work with you, and to welcoming you to our stand to discover our creations over the four days of the event.

MOUSSI9A BIL ALWAN



95.6

اكتشفوا الألوان الموسيقية لراديو أزوان



SUNSET LIVE DJ / LIVE CONCERTS

Daily from 5pm - free admission

To make the most of the vibe and the view, two music stages will be set up this year. The first will host DJ sets facing the ocean, as the sun stretches out its last rays. And the second will take over for live music concerts blending gnawa, reggae and soul sounds.

Thursday, October 24



SOUND SISTERS Founded in 2022, Soundsisters Morocco is revolutionizing the music industry by creating an inclusive space for female DJs across Morocco. With over 60 participants from 7 cities, the country's first female DJ collective is committed to tangible progress towards equality in electronic music. Their mission is clear: to provide a safe environment where women can freely experiment, collaborate and showcase their talent to enable more diverse line-ups. The collective's initiatives include a DJ school, Booking & Management services, guest lectures/podcasts with renowned female DJs, and events fostering connections within the community. Together, Maria Malasangre and Kazba are leading the charge towards a more inclusive and diverse music industry, one beat at a time.

Thursday, October 24



YOUBANA Created in Agadir in 2019, the Youbana group draws on Gnawa, issamgan and Amazigh repertoires, while injecting rock, funk blues and afro-groove. The group is made up of 5 exceptional artists, each bringing his or her own distinctive touch to this captivating musical adventure.

Friday, October 25



DJ AB

In 2010, Ayoub Boukhalef, a Moroccan with a passion for house music, decided to form his own band, inspired by his favorite artists David Guetta and Swedish House Mafia, and performed his first concerts on stage at the age of 15. He continued his career as a DJ under the name DJ AB. During his tours, he drew crowds to impressive concerts in France, Portugal and Spain. He moved to Malaysia to discover new horizons, and performed in Kuala Lumpur and Thailand, winning over a new audience in the Far East.



© Hicham Laabd

YOUSSEF HARRAR

Youssef Harrar, born in Agadir in 1982, is a Moroccan artist deeply rooted in his country's musical tradition. From an early age, he was immersed in the sounds of traditional music, which shaped his love and mastery of the art. In a career spanning more than 20 years, he has distinguished himself as a talented guitarist, singer and passionate performer. In the late 90s, he formed his first band, Nagadif, before founding Mouja Vibrations in 2006, with whom he explored new and innovative sounds, combining his Reggae, Dub and Amazigh influences, to great success in Morocco. In 2024, he returns to the stage solo, exploring his Rock, Reggae, Ghernati and Dub influences, offering performances that reflect his rich musical background and dedication to music.

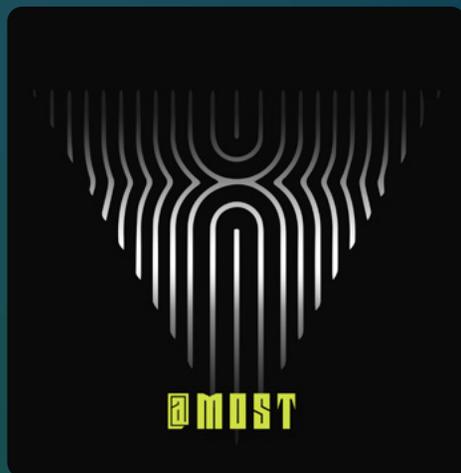


©TOINE @PHOTOCOMPULSIF

DUB INC

Dub inc has toured all over the world for many years, regularly playing in front of tens of thousands of spectators, setting the stage ablaze in the largest European and French festivals, thrilling South American and Indian audiences alike. Their videos get hundreds of thousands of views in daily, and they are followed on social networks by more than six hundred thousand fans. Blending Reggae, Dancehall or world music, Bouchkour and Komlan embody the band's voices in styles as different as they are complementary. They pass on a universal message whether the language of their song is French, English or Kabyl (an algerian language) insisting on how important mixed race and the mixing of styles are. The Saint-Etienne based musical group have never sought a particularly mainstream exposure; they went their own way, building their discography with passion, talent, and focus. Perhaps that is why they have been for now twenty years the best ambassadors of French reggae across the globe.

Saturday, October 26



@MOST

@MOST ("Atmost") is an artist and DJ from Tiznit, active since 1995. His nearly three-decade career includes roles as radio host and programmer, which have enriched his musical skills. Eclectic, he explores various genres such as EDM, House, Fusion, Trance and World Music. As a VJ, @MOST has participated in numerous festivals in Morocco, captivating audiences with dynamic and visually impressive sets. His unique style is a harmonious fusion of diverse genres, creating an immersive experience. Always on the lookout for new influences, @MOST incorporates innovative elements while remaining true to his roots. His career, marked by diversity and innovation, has made him a respected and admired figure in the world of electronic music.



MELLOW MOOD

Mellow Mood is a reggae band formed in 2005 in Pordenone, Italy, by twins Jacob and LO Garzia. Their collaboration with producer Paolo Baldini has shaped their unique sound. Their self-produced debut album Move! (2009) quickly gained international recognition. Thanks to their intense live performances, they were voted best Italian reggae band and third in Europe by Rototom Sunsplash that same year. In 2012, Mellow Mood signed with La Tempesta Dischi and went on to enjoy a string of successes with the albums Well Well Well (2012), Twinz (2014), and Large (2018). Their sixth album Mañana (2022), which includes international collaborations, testifies to their commitment to authentic, modern reggae.

Sunday, October 27



DSZ JOE

Dsz Joe is a Tamraght-based dj and producer whose specialty is creating and fusing melodic techno sounds with Afro-influenced sounds. The driving force behind numerous projects, Joe is an emblematic figure in the Agadir region.



HASBA GROOVE

Hasba is a Moroccan fusion band that emerged in the town of Safi in 2006. It started out with the simple idea of digging into the depths of social reality, both simple and complex, to create lyrics that are committed and rooted in reality. The aim of this innovative group is to bring a modern touch to traditional music without compromising its authenticity. Indeed, by introducing rock arrangements, electric instruments such as bass, guitar and synthesizer, and soaking up the rhythms of chaabi, pop, electronic music, gnawa, salsa, jazz, reggae and rock, the group generates music that reflects a coherent marriage of modernity and authenticity.



OTHER ACTIVITIES

What better way to start the day than with a yoga or Pilates session overlooking the ocean? Classes will be offered every day during the show. You'll also find a whole range of games and activities on the playground for the whole family to enjoy!

YOGA

Every day from 10 am to 11 am

FEEL-GOOD WAKE-UP YOGA WITH ANAÏS INSTITUTE

Thursday, October 25 from 10 to 11 am



A gentle morning flow designed to wake up your body and mind. Through mindful movement and stretching, you'll increase your energy, improve your flexibility and start the day with a sense of calm and balance. Perfect for all levels to start the day with positivity. At Centre Anaïs, we draw our inspiration from the timeless elegance and purity of the Anaïs flower, a symbol of grace and natural beauty. We believe in the power of advanced medical treatments to revitalize and restore both body and mind. Just as the Anaïs flower blooms with the right care, we are dedicated to enhancing our clients' inner and outer beauty through advanced medical aesthetic treatments and holistic wellness practices. Our refined approach combines the latest medical technologies with personalized care, offering an exceptional experience that revitalizes and regenerates. At Centre Anaïs, we are committed to helping our customers reveal their radiance

HATHA YOGA WITH ALICIA SOL YOGA

Friday, October 25 from 10am to 11am



A morning ritual to wake up your body and mind. Guided by adjustments and alignment, you'll follow the sacred knowledge of traditional Hatha Yoga. Breathing, intention and awareness will connect you to the present moment and help you feel in tune and ready for the day.

Based in Morocco since 2022, Alicia Mesecke runs Anaïs Yoga and Pilates Studio as manager and instructor. Passionate about yoga and Pilates, she has 500 hours of yoga teacher training and Pilates certifications from Leaderfit, in addition to numerous accredited workshops. Her journey towards inner balance fuels her desire to share the transformative benefits of these disciplines. With her background in design, Alicia creates immersive and unique classes, stimulating the senses with sounds, aromas and mindful practices to enhance focus, strength and flexibility. For her, the greatest satisfaction comes from seeing her clients progress and transform. Join her at Anaïs Yoga and Pilates Studio for a journey of well-being and self-discovery.



YOGA FOR SURFERS WITH SHYVA STUDIO AND WELLNESS

Saturday, October 26 from 10am to 11am

Yoga for surfing actively helps you progress in your practice. Many surfers have discovered that yoga brings health to the body and clarity to the mind, but it also has a very positive effect on surfing. This is natural, as yoga strengthens the body, makes it more flexible and improves concentration, allowing you to focus more on achieving your goals.

HATHA TOTAL BALANCE WITH SHYVA STUDIO AND WELLNESS

Sunday, October 27, 10 am to 11 am

Yoga asanas can be practiced both before a surf session (in addition to the warm-up) and afterwards. Yoga has a positive effect on energy levels, stamina, confidence, concentration and focus. Different yoga asanas can help improve certain aspects of surfing - better endurance will help you paddle longer without tiring, asana-strengthened arms, shoulders and back will affect wave catching speed and fluidity of movement. Balance is linked to the development of ligamentous and skeletal muscle stability, as well as to coordination and neurological training (gaze fixation) - something we actively practice in yoga. Awareness and concentration will help you catch more waves and be more focused during a surf session. What's more, after surfing, yoga will help you relax and recover more quickly for your next outing.

Shyva Yoga and Wellness is a holistic fitness studio located in the Islane district of Agadir. The studio stands out for its unique hybrid approach, harmoniously blending the disciplines of yoga, Pilates and strength training to create a complete wellness experience. Yoga classes are varied and cater for all levels and tastes, whether you're drawn to the graceful flow of vinyasa, the muscle-building practice of power yoga or the original experience of air yoga. The studio also offers traditional yoga classes and Pilates sessions.

SH.Y.V.A
YOGA & WELLNESS

PILATES WITH RICARDO GORJÃO

Friday, October 25, 3.15pm - 4.15pm

Classic Pilates offers an ideal workout for surfers worldwide: physical and mental well-being, core strength, dynamic flexibility, ease of movement, explosive power, precise and connected movements, balance and longevity, to name but a few...

Ricardo Gorjão will also be hosting a master class on Friday October 25 from 2 to 3 pm at the FRMS "Pilates & Surf: boosting performance in competition".



SURF PHYSICAL PREPARATION WORKSHOP

Thursday, October 24 and Sunday, October 27, 3.15pm to 4.15pm

Adil Chaoui

Owner of MY GYM since 2000, Adil Chaoui is a certified coach in several sports disciplines. Passionate about sport, he has over 20 years' experience in the field. As a fitness trainer, he accompanies top athletes, celebrities and individuals alike, helping them to achieve their fitness and health goals over the long term.

Adil Chaoui will also host a master class on Thursday October 24 from 2 p.m. to 3 p.m. at the FRMS space "Physical preparation for surf competitions"



FAMILY ENTERTAINMENT

All day long, there will be activities for young and old alike: the playground will give everyone the chance to exercise their agility and balance with ancient wooden games such as the jenga, the zigzag, the cornhole and the balance surfboards. And as always, our skate park ramp, even bigger this year, for an introduction to sliding on wheels.



TAGHAZOUT BY AIR

A unique experience in the form of a guided drone tour will be offered in the chill area. Visitors can enjoy a bird's-eye view of Anchor Point and Taghazout.





La Radio du Sport
et de la musique



BEACH CLEAN-UP SURFI M3ANA & SURF EXPO

Daily from 11:30am to 12pm and from 3:30pm to 4pm
Location: Anchor Point beach

As part of our commitment to environmental stewardship, two beach clean-ups will be organized each day to clean up Anchor Point beach, in partnership with the Surfi M3ana association. We invite all Taghazout Surf Expo participants to join us in this initiative! Together, we can make a difference and set an example for sustainable practices in the surfing world. We want to ensure that this iconic surf spot remains unspoiled for surfers and visitors alike, by engaging the community in a collective effort.

Participation in the beach clean-up not only contributes to a cleaner environment, but also fosters a sense of responsibility and community among surfers. An educational session will be offered on the subjects of ocean preservation, the effects of plastic pollution and the importance of preserving and protecting our surf spots.

HOW CAN YOU JOIN US?

The beach clean-up team will be identifiable and will provide participants with all the necessary equipment (gloves, rubbish bags, etc.).
(more infos on the Surfi M3ana association on page 21. Also come and meet them on their stand!)



TSE CORPORATE SOCIAL RESPONSIBILITY

As a responsible and concerned actor, the Taghazout Surf Expo association puts sustainable development at the heart of its project. The event takes current social and environmental issues to heart through several concrete actions.

SOCIETY

Taghazout Surf Expo organizes educational visits for the benefit of young people from associations in the region working to democratize the practice of surfing. In coordination with several civil society organizations, the show receives every day 150 adults and children to introduce them to the field of surfing, its professions, its culture, its communication and its events.

ACTIVITIES

- ◆ Introduction to surfing for 10 people per day, subject to wave conditions
- ◆ Introduction to skateboarding
- ◆ Educational visits

Access to the activities will be by registration on site and the presence of parents or supervisors is mandatory for minors

IN PARTNERSHIP WITH THE ASSOCIATIONS

- ◆ Association New Génération Surf Academy
- ◆ Association Taghazout Board Riders
- ◆ Association Anza Bleu Waves
- ◆ Association Imouran Surf
- ◆ Association Taghazout Skate Park

ENVIRONMENT

As an eco-responsible event, we put the environment at the heart of our deployment strategy.

Surfing is a sport that is directly impacted by pollution and it is important to raise awareness among civil society about waste management through the actions of this edition:

- ◆ Optimizing the use of plastic.
- ◆ • Initiation of a collective action for waste collection at Anchor Point.
- ◆ • Recycling of all tarpaulins used by giving them a second life as bags or accessories



FIND TAGHAZOUT SURF EXPO'S MERCH ON OUR OFFICIAL STORE DURING THE EVENT

Tshirts, Hoodies, Tote bags, Beach bags, Keyrings, Postcards, Posters and more...





Hit Radio Officiel

TÉLÉCHARGE L'APPLI DABA !



Disponible sur



App Store

Disponible sur



Google Play

TEAM TAGHAZOUT SURF EXPO 2024

EXHIBITION MANAGEMENT

Co-founders: **Said Bella, Rachid Moutchou**
 General coordination: **Manon Lorsignol**
 Exhibition curator: **Youness Chahi**
 Administrative management: **Karima Bouadaim**
 Scientific program coordination: **Stéphanie Crabeck, Amal Ben Attou and Mokhtar El Maouhal**
 Coordination of international "pro" surfers: **Tarik Wahbi**

PRODUCTION

Production director: **Rachid Moutchou**
 Deployment and associations coordination: **Samira Akherdid**
 Accommodation, air and transfer manager: **Soumia Oumimoune**
 Lodges: **Abdessamad Arrjdal**
 VHR assistant: **Amal Bouzari**
 Transfer assistant: **Hamza Oudoud**
 Roundtable coordination: **Rachid Bourga**
 Pitch space coordination: **Aymane Benattou**
 Runners: **Mohamed Antra and Jamal Eddhour**

COMMUNICATION

Artistic Director: **Ayoub Abid**
 Press Relations: **Layal Rhanem, Safia Yousfi and Mouad Ghazi**
 Social Networks: **Imane Ibenttayeb and Reda Selyan**
 Web design: **Ayman Boutadghart**
 Graphic design: **Noureddine Jana and Chaïma Djimi**
 Arabic Translation: **Mouad Ghazi**

AUDIOVISUEL

Audiovisual Managers: **Amine Deddouche and El Mehdi Kachani**
 Assistant Audiovisual Manager: **Elmahjoub Ettari**
 Photographer: **Alexandre Scharl**
 Videographers: **Youssef Aboutaleb, Mohamed Abaid, Yassine Bnitri and Anis Sourour**
 Audiovisual Assistants: **Iris Picco and Ayman El Minor**

TECHNICAL

Technical Director: **Fouzi Chayab**
 General Manager: **Hassan Mazouz**
 General Manager - stage: **Tawfik Belkhdar**
 Round table manager: **Khalid Lektif**
 Print manager: **Hassan Zitouni**

PRACTICAL INFORMATION

TAGHAZOUT SURF EXPO

From October 24 to 27, 2024
From 10 a.m. to 8:30 p.m.
Anchor Point
Free entry

SHUTTLES

In collaboration with ALSA, the urban transport company of Agadir, buses will provide rotations between the Anza corniche and Anchor Point from October 24 to 27 from 9:30 a.m. to 9 p.m. / 9:30 p.m.



Full program and info on:
www.taghazoutsurfexpo.com

-  @Taghazout-Surf-Expo
-  @taghazoutsurfexpo
-  @ExpoTaghazout
-  @taghazoutsurfexpo
-  @taghazoutsurfexpo

THURSDAY - FRIDAY

Anza	Anchor Point
09:30	10:15
11:00	11:45
12:30	13:15
14:00	14:45
15:35	16:25
17:15	18:05
18:55	19:45
20:35	21:25

SATURDAY & SUNDAY

Anza	Anchor Point
09:30	10:15
10:15	11:00
11:00	11:45
11:45	12:30
12:30	13:15
13:15	14:00
14:00	14:45
14:45	15:30
15:30	16:15
16:15	17:00
17:00	17:45
17:45	18:30
18:30	19:15
19:15	20:15
20:00	21:00



SEAT Ateca



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 Ateca est conçu pour une conduite pleine de vivacité et de confort.

TANMIRT

OFFICIAL PARTNERS



INSTITUTIONAL PARTNERS



Avec le soutien du Service de Coopération et d'Action culturelle de l'Ambassade de France au Maroc.



OFFICIAL TRANSPORTER



OFFICIAL HOST



MOBILITY PARTNER



PARTNERS



MEDIA PARTNERS

