



EUROPEAN
OUTDOOR
GROUP



European Outdoor Summit 2019 - Save the Date, Registration Opens Soon

Bringing together 300 high calibre leaders in the outdoor industry from across Europe and beyond, the **European Outdoor Summit** (EOS) provides a unique opportunity to learn, network and share with like-minded individuals.

The Summit, which takes place from 26th to 27th September 2019 at the [Congress Centre, Kursaal Interlaken](#), Switzerland will deliver inspirational speakers debating and discussing the pertinent topics, and this year's theme will be **The Outdoor Industry - Redefining Boundaries**.



Discussion points will include; what do business leaders need to do in order to shape a company of the future? The once firm and rigid business model boundaries needing to be rethought, and the ability of a CEO and her/his team to reshape an organisation's structure in a way that supports innovation and dynamic change, will be vital to success.

Keynotes and breakout presentations will look at the importance of outsourcing strategies, which will lead to workforces being a combination of both internal and external specialists. Combining this with establishing collaborative relationships with other industries, competitors and communities will provide experience, economies of scale, creativity and diversity. It's a complex business world and time spent learning, thinking and networking on these issues will be a sound investment!

Located in the heart of Switzerland, Interlaken is within easy reach by public transport from Bern, Zurich, Basel and Geneva airports. Nestled between two lakes and surrounded by a stunning and

unique mountain backdrop, the Congress Centre is centrally located between both train stations, making it easy to reach.



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The conference rooms at the Congress Centre are just a few minutes' walk away from the many hotels available in the vicinity. The short walk through Interlaken will be a welcome chance for delegates to unwind after a productive day at the Summit!

Registration for the EOS 2019 opens soon. To find out more about the speakers and how to book a place please visit www.europeanoutdoorsummit.com

Note to editors:

About the EOG

The European Outdoor Group was founded in 2003 by 19 of the world's largest outdoor companies, all of which recognised the need for a cohesive, cross border approach to representation of the outdoor sector. In a world of increasing internationalisation, legislation, environment, the media and trade are all now multinational issues. The combined strength of the EOG's member brands (103 full members and 10 associate members), provides the group with an extremely powerful force to represent the European outdoor industry in a constructive and positive manner.

About the European Outdoor Summit

The European Outdoor Summit is an initiative of the European Outdoor Group, the association set up to represent the common interests of the European outdoor industry. The event is held annually and is a credible, relevant, informative resource that enables around 300 delegates to learn more about,

reflect on and discuss the issues that they collectively face. The EOG has the lead role in delivering the summit, agreeing appropriate topics related to industry needs, focussing on current and future economic, technical and social trends, and developing a theme and content that matters to the trade across Europe.



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EUROPEAN
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SUMMIT

INTERLAKEN
SWITZERLAND
26 - 27 SEPTEMBER 2019



IWA
OUTDOOR
CLASSICS

High performance in target sports,
nature activities, protecting people

OutDoor
by ISPO



ISPO
Accelerating Sports



btwentyfour
enabling business

YKK
Little Parts. Big Difference.

HuginBiz