

Press Release

Competition sailing in Brittany: Sales up 16% between 2018 and 2019

Two months before the start of the Vendée Globe, Eurolarge Innovation is unveiling the results of an economic study on competitive sailing in Brittany (France). The figures come from a survey conducted this summer among 210 Breton companies in the sector, by Bretagne Développement Innovation, the economic development agency of the Brittany region. Purpose of the study: to update economic data published in 2018 and take the pulse of the companies in the Bretagne Sailing Valley® which, following a period of uncertainty caused by the health crisis, are ready to take up new technological challenges.

Bretagne Développement Innovation, through its Eurolarge Innovation programme, consulted 210 companies working in the field of competitive sailing.

Architects, builders, manufacturers of rigging, appendages, and on-board electronics...were asked for economic data about sales and jobs, and also about their markets.

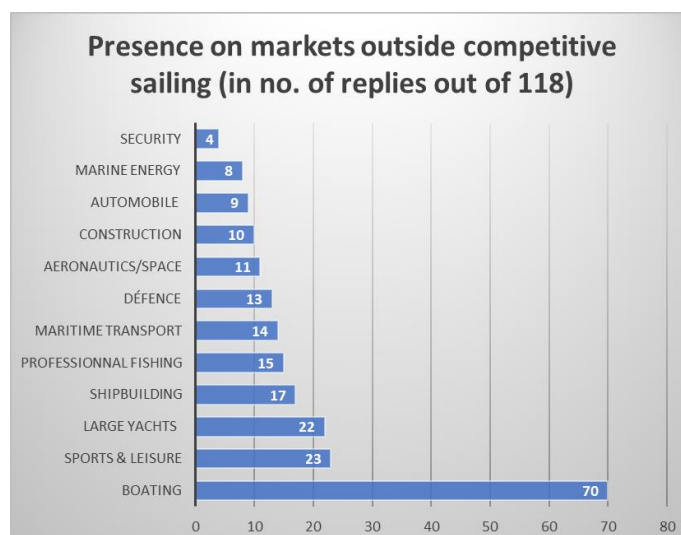
The 118 companies who replied also provided information about the impact of COVID-19 on their operations.

Updated Figures:

- **210 companies** (industry, trade, and services) were identified.
- Their activities involve **28 different professions** (architecture and shipbuilding, IT, fittings, appendages, sailmaking, etc.).
- In 2019, these companies generated sales of 348 million euros, of which an estimated **83.5 million euros exclusively in competition sailing** (estimated growth of 16% between 2018 and 2019).
- 2,355 employees work in this sector including **980** in competition.

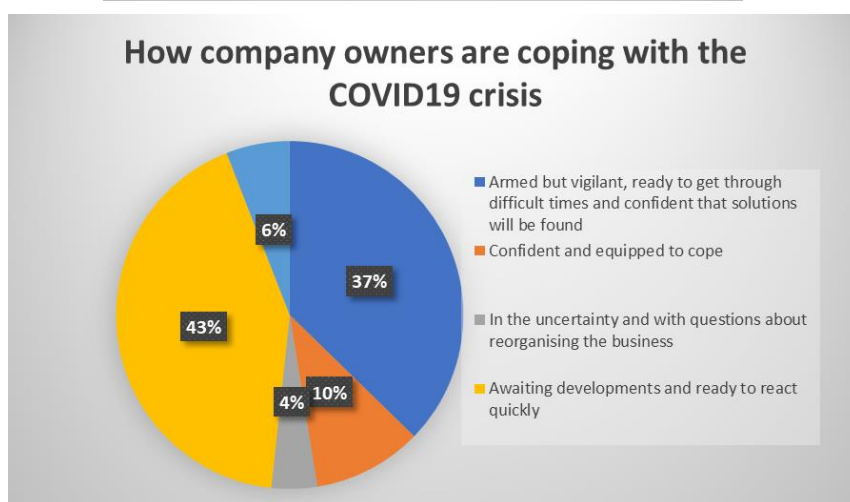
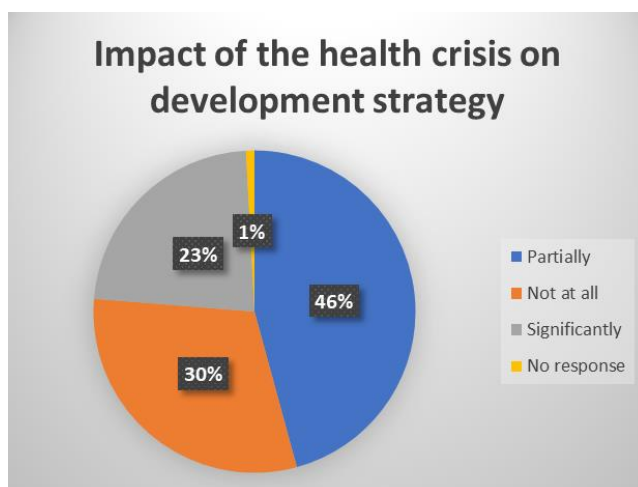
Other business markets (panel of 118 enterprises)

The know-how and cutting-edge technologies used in competitive sailing serve as drivers of innovation in other sectors: nautical, aeronautical, naval, composite materials, defence, sail boats...



Impact of COVID-19 on businesses (panel of 118 respondents):

- A drop in sales of 20% is expected in 2020,
- Impact on jobs in 2020: estimated at -3%, mainly on temporary jobs.



>> Source: Economic survey of businesses (2020)

Teams and Sports Projects

+200 teams and competitive sailing projects are located in Brittany (including 21 in IMOCA)

- Their overall annual operating budget excluding boat construction is estimated at **€58M**.
- 85% of this budget is spent in the region of Brittany.
- This activity generates over **320 jobs, including about 120 temporary jobs**

>> Source: Additional study of racing teams (2018)

About

Business Support Scheme: EUROLARGE INNOVATION

Eurolarge Innovation is a support scheme for organisations in the competitive sailing sector (companies, institutions, and research centres) to support economic development and promote the influence of the regional sector.

Funded and supported by the Region of Brittany and piloted by Bretagne Développement Innovation, the regional economic development agency, the scheme offers meetings and exchanges between stakeholders.

It supports companies in their innovation, internationalisation, and diversification projects.

Finally, it contributes to developing skills by organizing regular technical days.

“Our goal is to compile the skills needed to meet the challenges of the sector, such as the emergence of sustainable innovations, opening up to international markets and transfer of technologies to other industrial sectors,”

Carole Bourlon, head of the Eurolarge Innovation programme, based in Lorient.