



BOARD OF DIRECTORS CANDIDATE –INDUSTRY

ANDREA CUCCHI, POINT 7

I would like to present my candidacy for the PWA Committee.

I have been involved in the windsurfing industry and competitive environment for many years, both as a rider and as a brand owner. Over the years I created a training environment in Tenerife to give riders a place where they could train together, push each other, and grow as professionals.

Through my brand, I also built a real international team structure that proved how working together could rapidly help young talents reach top positions in the sport.

Unfortunately, the lack of races and consistent events over recent years has made it increasingly difficult for many brands to continue investing in projects like these.

Why I Want to Join the Committee

I am still on the water every day. I still come to the races because I want to breathe what the riders breathe, understand the atmosphere, the struggles, the motivation, and the reality of professional windsurfing today.

As a brand owner and sponsor, I directly experience how important a successful tour is for the entire ecosystem of our sport.

A strong and active tour creates interest from customers, brings visibility to riders and brands, and generates the sales that make sponsorships possible. Without this cycle, the first thing that suffers is the ability of brands to support athletes.

If brands struggle, riders lose opportunities.

If riders lose support, the level of the sport drops.

I believe we must work together to reverse this situation.

I have dedicated my entire life to windsurfing and to this business. I am honestly already busy enough not to get involved in additional responsibilities, but I also believe that if we do not work together to improve the direction of the sport, then everything else we do loses value.

This is why I am willing to dedicate my time and experience to the PWA Committee.

I am not here begging to be elected.



I simply want to help create a new opportunity for:

- riders to regain the sponsorships they deserve;
- the tour to return to having a strong calendar with many events;
- brands to continue investing in athletes and projects;
- and windsurfing to return once again to the position it deserves among modern action sports.

Windsurfing gave many of us a life, I believe we still have the possibility to build something strong again, but only if we work together with transparency, professionalism, respect, and long-term vision.

If elected, I will do my best to contribute positively with practical experience, industry knowledge, and genuine passion for the future of our sport. For me setting the right team to run the PWA is the most important thing.

Thank you for your consideration.

Andrea Cucchi
POINT-7 C.E.O / R&D.