



PUBLISHERS

Belharra: the new wave

Almost 20 years ago, Belharra's teams developed the e-SCM solution to address the supply chain challenges of major fashion and luxury brands. Constantly evolving, the company has continued to innovate. A look back at the history of e-SCM Solutions with Patrick Bourg, founding partner of Belharra.

By **Laurène MATZEU DE VIALAR**

Published on June 17, 2025 - 5:26 p.m.



On January 27, 2025, after a few years of rest, the legendary Belharra wave broke off the coast of Urrugne, on the Basque coast in the Pyrénées-Atlantiques department. Now legendary, the spot attracts surfers from all over the world. An emblematic figure for the Basques, Belharra also inspired, nearly 20 years ago, three engineers who were passionate about the region and who wanted to support local businesses in their operational performance. *"Belharra has a fairly simple story. We created the company in 2006 with the desire to lead a collective project in the Basque Country. Here, the surfing industry is extremely powerful. We quickly understood one of its needs: the management and monitoring of its outsourced production in Europe and around the world. Today, Belharra is the publisher of a dedicated SaaS solution, has 25 employees and around twenty national and international clients. We have maintained a pioneering startup spirit, to stick to the market, anticipate needs and build a solution whose legitimacy is based on very precise adaptation to the expectations of the textile industry ,"* introduces Patrick Bourg, founding partner of the company.

Very early on, Patrick Bourg and his associates understood that in the sector, a tunnel between the supplier order and the arrival of the goods leads to a loss of control of the production cycle. They then developed **e-SCM Solutions** , a supplier portal capable of managing supplies, centralizing requests and replacing all the Excel files, faxes and email exchanges already at the time a source of many difficulties in tracking files. *"One of the first missions consisted of verifying that the productions were indeed made at the suppliers with whom the brands had contracted. We were already in this notion of traceability with an ethical concern: who produces and how? We also introduced supervision of the suppliers' production schedule to be sure of receiving the products on time in the warehouses, to eliminate the tunnel effect and to centralize the information."* This first tool was developed in co-construction with Rip Curl, which was then leading a project to centralize purchasing at a global level. The solution is installed in Europe and Australia and monitors all of the brand's production: eyewear, luggage, wetsuits, men's and women's clothing and footwear. *"Aware of the capacity of our solution and its suitability for the needs of the sector's players, we started prospecting. Fairly quickly, other clients such as Eden Park and **Petit Bateau** allowed us to verify that the tool could serve different types of brands and business models in the textile world ."*

Ten years after creating e-SCM Solutions, in 2016, the company received an incoming call from a major French luxury group. *"It was a huge opportunity for the business, and we realized what a gem we had in our hands. It was at that precise moment that we decided to transform ourselves: from a service company to a solutions provider."* Belharra then undertook a real transformation, implementing a new organization to support its growth and increased client base. Investments were made to structure the sales and marketing aspects and to recruit teams.



Serving the future of the textile industry through an ethical and efficient supply chain

This development also comes just three years after the collapse of the Rana Plaza in Bangladesh on April 24, 2013. This tragedy is increasingly leading brands to gradually regain control of their supplies, secure working conditions and the quality of raw materials, and respond to consumer awareness. *"By digitizing supply chain processes through our solution, we are creating value by enabling textile manufacturers to centralize data, ensure complete traceability and auditability of their production, from raw material orders to warehouse delivery ,"* adds Patrick Bourg. The solution naturally responds to the increased need for transparency, also allowing brands to adapt to new regulatory constraints or to obtain labels, but also, more recently, to the increase in customs duties: *"From one topic to another, the difficulty of implementing procurement processes that promote ethics, economic performance, and meet regulatory constraints is demonstrated ,"* assures the manager. To this end, the company is participating in the work of the Bali Chair, which brings together players in the fashion and luxury textile industry who are keen to collaborate for a circular, transparent, and agile fashion. As such, in 2023, Pantxika Ospital, a consultant doctor at e-SCM, the Chair, and a professor from the Estia engineering school conducted a study on the potential of the Digital Passport for textile products. This work was selected by the European Parliament to conduct a complementary study. Thanks to this work, e-SCM has acquired a new module to collect all the data necessary to demonstrate the compliance of processed products with the Agec law, even before its promulgation.

And the innovation doesn't stop there. For the past three years, the company has also been developing a project called "e-SCM Scale Up" to mark the change in scale of its solution and launch internationally. As such, the teams are now supporting the Hummel brand, a Danish equipment manufacturer, which is keen to equip itself with the e-SCM supplier portal. The project also covers other dimensions: a restructuring of the entire technical and application architecture of the tool, as well as a pilot project around artificial intelligence, the results of which should be revealed by the end of 2025. *"It's a good thing we dreamed a little 20 years ago. Today, we have these years of experience to serve a fashion that we hope will be increasingly ethical and sustainable, through a tool that is constantly evolving ,"* concludes Patrick Bourg.