



OINA 2017 home city San Diego played host to ocean industry gathering BlueTech Week this November

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## **OINA 2017: Collaboration in focus as San Diego BlueTech Week 2016 paves way for Oceanology International's North American debut**

*The Maritime Alliance's BlueTech Week brings ocean industry and organisations to San Diego, host city of new Oceanology International North America conference & exhibition*

**San Diego/London, November 17 2016 – Oceanology International North**

America 2017 (OINA 17) partner The Maritime Alliance (TMA) held its annual 'BlueTech Week' in San Diego last week (Nov 7-11). The event provided a platform for more than 400 delegates to network with academic and government leaders, industry executives, investors and BlueTech clusters from around the world to promote BlueTech and Blue Jobs, while highlighting San Diego as the ideal city for the forthcoming OINA 2017 conference & exhibition, which is set to become a central biennial meeting point for North America's diverse ocean industry.

This year's BlueTech Week theme, 'Case Studies of Collaboration' with focus on international partnerships, mirrors OINA 2017's all-encompassing outlook. Bringing together all aspects of ocean science and marine technology, OINA 2017 expects 1000s of attendees from industry, academic and government communities across the Americas and globally when it debuts at the San Diego Convention Center, California on February 14 – 16, 2017. The TMA's BlueTech week has been the perfect prelude to OINA 2017, showing San Diego as an international hub for ocean science and marine technology, and highlighting the importance of collaboration and technology transfer for the betterment of ocean industries and the environment.

Case Studies of Collaboration was prevalent throughout the six events taking place over five days last week. BlueTech Week proceedings kicked off on Monday November 7<sup>th</sup> with the 2nd Annual BlueTech Cluster Convening, which hosted 11 BlueTech Clusters from 7 countries. This was followed by Tuesday's all-day Big Data, Data Analytics, OceanGIS and Maritime Cyber Security, (Co-sponsored with Scripps Institution of Oceanography) conference. Wednesday and Thursday hosted the 8th Annual BlueTech Summit + Tech Expo and the Annual Maritime Gala Dinner and Awards, while Friday's BlueTech Pitch-fest provided the opportunity for 20 organizations to present in front of Investors, Philanthropists and Corporate Partners.

Like OINA 2017, BlueTech Week is dedicated to bringing the industry together to learn from experts and peers. BlueTech Week events attracted a wealth of industry figures, presenting on diverse topics within the collaboration theme including Mark Berry – Division Head, Maritime Systems Division, SSC Pacific; Dr. Jeff de La Beaujardiere – NOAA Data Management Architect; Margaret Leinen, Ph.D. – Vice Chancellor for Marine Sciences & Director of SIO; Mark Spalding – President, The Ocean Foundation; Rear Adm. Jon White – CEO, Consortium for Ocean Leadership; and the Honorable Betty T. Yee – California State Controller and Chair, California State Lands Commission.

A delegation from OINA 2017 organiser Reed Exhibitions was in San Diego for BlueTech week. OINA Senior Event Director, Jonathan Heastie said: *“We are delighted to be bringing OINA 2017 to San Diego in association with The Maritime Alliance, especially after witnessing the enthusiasm and professionalism on show throughout BlueTech Week. TMA developed a strong agenda for the week and we are looking forward to continuing these important discussions when OINA 2017 debuts in San Diego this February.”*

Michael Jones, President of The Maritime Alliance said: *“Our theme for BlueTech Week was collaboration and that will continue into OINA. We’re also thrilled that TMA will be launching the first-ever U.S. Maritime Technology Export Initiative in collaboration with the U.S. International Trade Administration, and bringing key buyers to the trade show, with a focus on Marine Institutions and Ports.”*

The Maritime Alliance (TMA) is the non-profit industry association and cluster organizer for the San Diego maritime technology community. Its tag line is Promoting BlueTech and Blue Jobs<sup>®</sup> and its mission is promoting sustainable, science-based ocean and water industries. TMA brings education, policy and technology resources together to promote innovation and economic development in the Blue Economy and creates a strong Blue Voice via unique events, information sharing, national and international outreach, networking, research, and workforce development.

To find out more details about the OINA conference schedule, visit the OINA website: [www.oceanologyinternationalnorthamerica.com/](http://www.oceanologyinternationalnorthamerica.com/)

OINA conference and exhibition visitors can register here: [www.oceanologyinternationalnorthamerica.com/register](http://www.oceanologyinternationalnorthamerica.com/register)

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**About the Oceanology International Portfolio**

The Oceanology International portfolio of events offer a global forum where industry, academia and government share knowledge and connect with the marine technology and ocean science community, improving their strategies for measuring, exploiting, protecting and operating in the world's oceans. First established in 1969, the flagship event in London features the world's largest exhibition for marine science and technology, multiple agenda-setting technical conferences, and a visiting vessels and waterside demonstration

programme.

## The Oceanology International portfolio includes

- **Oceanology International China:** Developed with government and industry associations, Oceanology International China provides organizations with the opportunity to capitalize on China's rapidly growing offshore energy and marine industries. With 215 exhibitors from 20 different countries, more than 5000 domestic and overseas professional attendees from 32 different countries and regions were attracted to OI China 2015. [www.oichina.com.cn/en](http://www.oichina.com.cn/en)
- **Oceanology International:** Oceanology International is the leading conference and exhibition dedicated to serving all professionals working in the global ocean science and marine technology sector. The first Oceanology International was held in Brighton, in 1970. Today, it's home is at London's ExCeL centre. The OI2016 exhibition was the largest ever in the show's 47-year history with over 8,500m<sup>2</sup> occupied by 520 exhibiting companies from 33 countries. [www.oceanologyinternational.com](http://www.oceanologyinternational.com)
- **Catch the Next Wave conference:** Now in its fourth edition, Catch the Next Wave is an exclusive conference taking place alongside or as part of Oceanology International events globally. The most recent programme in London took place at the prestigious Royal Institution, and the North American edition will form part of the OINA conference programme on February 16th 2017. The event takes a longer-term view of the capabilities that will shape our future ability to explore, understand, exploit and protect the oceans. [www.ctnwconference.com](http://www.ctnwconference.com)
- **Oceanology International North America** (February 14-16 2017, San Diego Convention Center, USA) The launch event of the biennial series is taking place in 2017. <http://www.oceanologyinternationalnorthamerica.com>

## About Reed Exhibitions

Reed Exhibitions is the world's leading events organizer, with over 500 events in 30 countries. In 2015 Reed brought together over seven million event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the

Middle East, Asia Pacific and Africa and organized by 40 fully staffed offices. Reed Exhibitions serves 43 industry sectors with trade and consumer events. It is part of the RELX Group plc, a world-leading provider of information solutions for professional customers across industries.

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