



OINA 2017 achieved a total attendance of 3100, with 1775 unique visitors

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OINA 2017: Technology Drives Collaboration Between Industry, Academia and Government at Successful Oceanology International North America Debut

- Inaugural conference and exhibition brings over 1775 ocean science and marine technology professionals together

San Diego/London, February 24 2017 – 1775 ocean science and marine technology professionals from academia, industry and government organisations from 46 countries came together in San Diego last week (February 14-16) for the inaugural Oceanology International North America (OINA 2017) conference and exhibition.

Delivered in association with San Diego headquartered The Maritime Alliance (TMA) and supported by leading industry organisations including NOAA, NOIA, Society for Underwater Technology and IMarEST, OINA 2017 lived up to its billing as a high quality event dedicated to further developing the Blue Economy through the application of innovative technology and focused collaboration between academics, industry experts and government agencies.

With a clear focus on 'BlueTech' and the Blue Economy, OINA 2017 attracted visitors, exhibitors and conference delegates from 39 US states, 8 Canadian provinces and 7 South American countries. Organisers Reed Exhibitions recorded a total attendance of 3100 across the three day conference and exhibition.

Attendees from the US Navy, Coast Guard, Police and various government, science and environmental organisations attended OINA 2017. International interest in OINA 2017 was also high, with delegations coming from organisations in Asia and Europe, including Australia, Belgium, China, Japan, France and Germany, to meet the 161 exhibiting organisations from 16 countries.

During the OINA 2017 conference, the application and integration of diverse and sophisticated technology was highlighted as the binding force for academia, industry and government to tackle the major challenges facing society today. The use of technology for research and monitoring of polar ice caps and the changing ocean environment were key themes throughout the conference, with several presentations acting as a catalyst for conversation and ideas to address Climate Change, the single largest threat facing civilisation in the 21st century.

The final day of OINA 2017 featured the future looking Catch the Next Wave (CTNW) conference in association with UC San Diego Scripps Institution of Oceanography. With papers delivered by diverse science and technology organisations in addition to a focus on the achievements of ocean science

pioneer and 'living legend' Walter H. Munk as he celebrates his 100th birthday this year, CTNW was the ideal book-end to a busy and lively 3-day conference program. Walter Munk himself joined the event, which also featured a milestone for the Shell Ocean Discovery XPRIZE, with the announcement of 24 semi-finalists for the next stage of the competition.

Early partner, delegate and exhibitor feedback has reflected the diverse nature of OINA 2017, where innovation and expertise from across the ocean science and marine technology spectrum, from the smallest sensors to the most advanced marine robots, could be found around every corner.

"I've just spent three great days at OINA. I was able to find things at the exhibition that I didn't know existed, so never would have found otherwise. That's the real beauty of such an exhibition. I sincerely hope that the organisers can grow on the success of this first time in North America and make OINA an important exhibition and conference for marine professionals," said Iain Miller, Technical Authority – Subsea Projects, TechnipFMC.

"As our diverse technology portfolio is used by such a wide range of customers, the broad scope of OINA 2017 was a great fit for KONGSBERG. We showed a number of key technologies and had a lot of interest in the K-Lander modular seabed sensor carrier. This sophisticated system is aimed at various different industry sectors including Environmental Monitoring, Offshore Oil & Gas, Marine Renewables and Marine Research, all of which were represented in San Diego last week," said Katharina H. Nygaard, Marketing & Communication Manager Subsea, Kongsberg Maritime.

"The inaugural OINA event showed great promise for the future, anecdotal feedback I received from everyone I spoke with was very positive," said Bob Allwood, Chief Executive, Society of Underwater Technology (SUT).

"What a thrill it was to welcome so many visitors to sunny San Diego for the launch of Oceanology International North America. The 12 small companies in our U.S. BlueTech Pavilion generated quite the buzz as we formally launched the U.S. Maritime Technology Export Initiative, including one company that was announced as a semi-finalist for the Shell Ocean Discovery XPRIZE. We also enjoyed the top-notch panel discussions in the conference program and the B2B networking on the trade show floor across our international cluster partners was excellent. We look forward to helping build upon the successes of this launch for an even better show for our members and partners in 2019," said Greg Murphy,

Executive Director, The Maritime Alliance.

According to OINA Senior Event Director Jonathan Heastie, the decision to bring Oceanology International's broad, all-encompassing format to North America has proven a resounding success: *"We achieved what we set out to do; provide a diverse platform for professionals throughout the Americas to come together and discuss the important topics that are driving the Blue Economy and gain a stronger understanding of the myriad of new technologies available and in development that can support their work. We are relishing the opportunity to work with all stakeholders to build on this first edition and deliver an even bigger and better event when we return to San Diego in 2019."*

Oceanology International North America will return to San Diego in two years' time. Oceanology International takes place next in Qingdao, China, from 1-3 November, with the main 'mother event' at London's ExCeL, from 13-15 March 2018. For further information and registration:

<http://www.oceanologyinternational.com/>

Ends

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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 program.

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
- **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 ExCeL London. The OI2016 exhibition was the largest ever in the show's 47-year history with over 8,500m² occupied by 520 exhibiting companies from 33 countries. 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 program in London took place at the prestigious Royal Institution, and the North American edition will form part of the OINA conference program 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

- **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.
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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