

Contacts Matter at Ocean Business 2017



This edition of Ocean Business was the time to celebrate the 10th anniversary of the event and the organisers made an effort to bring the people who started Ocean Business together. On Wednesday 5 April, they enjoyed the cake and tea that was served. It's an example of how people and contacts matter at Ocean Business – and this edition that took place from 4-6 April 2017 in Southampton, UK, was no exception. It attracted 4350 attendees from 61 countries.



The tradeshow attracted more than 360 exhibitors from 26 countries in the two areas – add to this 180 hours of training and demonstrations in classrooms, in a test tank, on the water and on board of survey vessels. They were very well attended with people having to stand in the classrooms in many of the sessions

and the dockside demonstrations also attracting many to the viewing area. These sessions were used to present new products and to explain their use in daily life. Product launches and updates were scheduled on many stands, including Teledyne CARIS HIPS and SIPS Essential, the Eelume snake-like AUV/ROV at the Kongsberg stand, and Planet Ocean launching the new ecoSUB Robotics micro AUVs. These launches were a good incentive to invite new and existing customers and provide updates!

Matchmaking

Host of the event, the National Oceanography Centre, also provided part of the lecture programme. This brought science closer to the business and enabled the sharing of innovations and insights of the research performed at the Centre. As a business event, in addition to traditional formats like the stands, lectures and workshops, it was possible to participate in a matchmaking event where professionals were linked and were able to get to know each other during short sessions – and to find out if they could help each other. Also these sessions were well attended and participants indicated that they had interesting conversations.

Meeting Up

In a way, the most important at Ocean Business is meeting people, talking with them. And this was certainly a great success! The traditional buzzing welcome party in the Pitcher & Piano bar was well attended – and it was a good place to see all the professionals again! The Wine Trail with no less than 24 stations proved to be another appreciated attraction that gave the visitors an incentive to have a casual chat. The traditional Gala Dinner included entertainment and the presentation of the AMSI Business Person of the Year award, presented to Dr Mike Osborne (OceanWise).

Is the breaking up of the stand and going home the end of the event? No – that's when the real work starts! After the show, most exhibitors and visitors had to dedicate quite some time to the follow up. Ultimately, that is what will make your participation a success!

More Information

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