

Canada showcases its ocean technology expertise at Oi Americas



Oceanology International Americas (OiA), a San Diego-based ocean technology, engineering and science event, has announced the addition of a Canada Pavilion. Businesses from Canada will have the opportunity to showcase their thriving ocean technology sector.

The Canadian ocean tech industry is made up of highly international companies with dual or multiple use technologies that they sell to a variety of markets. It is a key player in the modern ocean economy and serves various wealth-generating ocean industries, including marine transportation, defence and security, coastal and ocean management, fisheries and aquaculture, offshore oil and gas exploration, seabed mining and ocean renewable energy.

Given its extensive coastline, Canada has a natural importance in the ocean economy. The country's ocean industry has a growing reputation for ocean observation, attracting designers, manufacturers, experts and innovators to showcase their latest products and services in areas such as underwater acoustics and imaging, marine communication and navigation, robotics, arctic technologies and sensors.

Canada is also a world leader in the number of ocean-related resources, including research institutions, centres of excellence, universities, researchers and facilities.

Hub for innovation and discovery

Bridget Archibald, export development executive at [Invest Nova Scotia](#), who is set to manage the Canada Pavilion at [Oceanology International Americas](#), is excited to be able to showcase a range of Canadian companies and their ocean-related capabilities to an interested international audience: "We are delighted to be bringing our contingent of 20 exhibitors to San Diego in February. Supporting these companies will be approximately ten exciting newer companies that have joined the delegation and will be walking the show. In total, we are expecting a delegation of over 50 people to attend OiA with us, including the Canadian government and ocean ecosystem organizations."

One 'must visit' exhibitor within the Canada Pavilion is [The Launch](#), a hub for innovation, discovery and leadership at the Memorial University of Newfoundland's Fisheries and Marine Institute. The Launch's director Kelley Santos, who will be attending OiA, says: "Strategically located in Holyrood, NL, at the most southerly point of the Labrador Current, The Launch is adjacent to some of the coldest, most pristine waters in the world, offering access to deep water, cold ocean research and development, almost year-round. OiA provides us with a great opportunity to showcase to the US and wider markets the benefits of working in our safe, reliable, near-Arctic environment."

Demonstrating the sheer variety of Canada's marine leadership is fellow Canada Pavilion exhibitor [eSonar](#), which is improving access to subsea environmental data with advanced sonar and underwater acoustics knowledge. eSonar technologies help improve the fishing rate for targeted species, protect endangered marine mammals, save fuel, reduce time spent trawling and monitor gear.

The benefits of exhibiting at Oi

Canada has had very positive experiences with exhibiting at Oceanology International shows – the country most recently exhibited at Oi London in March 2022, taking a similar trade pavilion approach, continues Bridget Archibald: "OiA gives us that

same opportunity in North America, assisting companies to make new relationships in this market, again reaching an international audience, and deepening existing relationships. San Diego is an ocean city and has an amazing blue economy. It has thousands of companies and organizations doing work in the maritime, ocean, subsea and blue tech sectors. San Diego has a major port, naval bases and world-renowned research institutions, and is a hot-spot for the start-up culture, investors and incubators – a real hotbed for entrepreneurial activities.”

At the Canada Pavilion, visitors can speak to experts from over 20 companies in just a few minutes. To help get the ball rolling in networking activities, all OiA exhibitors and visitors are invited to a ‘meet and greet’ event at the Canada Pavilion from 15.00–16.45 on Tuesday 14 February.

□ Lighthouse on the Newfoundland coast. (Photo: Felix Dilly/Pixabay)

<https://www.hydro-international.com/content/news/canada-showcases-its-ocean-technology-expertise-at-oi-americas>
