

# Oceanology International Goes Chinese



The inaugural Oceanology International China is to be held from 3 to 5 September 2013 at INTEX, Shanghai. Oceanology International China 2013 will feature a full conference programme, developed with industry partners, that will cover the latest technology and service developments and how they cater to the changing requirements of the many industries the event serves. A trade show complements the event.

Organised by UK-based Reed Exhibitions whose Oceanology International (OI) is held biennially at London's ExCeL, Oceanology International China 2013 is endorsed by the Chinese Society of Oceanography Ocean Observation Technology Branch (CSO Ocean Observation Technology Branch), and is already attracting major exhibitors including Teledyne Marine, Marine Electronics, Valeport, iXblue and Wildlife Acoustics.

The new event will be the only forum in Asia 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.

Exhibition director James Coleman of Reed Exhibitions explains that China's growing offshore energy and marine industry are reason enough to hold this new event and companies are already

reserving their space. Importantly too, the state government is committed to thoroughly exploring the country's vast marine





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potential. China's most recent five-year plan – the 12th Five-Year Plan – was the first ever to include a dedicated chapter on marine development.

With Oceanology International launching in China, the potential to penetrate this marine market for international companies creates expectations and the organisers plan to achieve new business at this event.

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