

OI China 2013 Paves Way For Repeat



The inaugural Oceanology International China (OI China), held in Shanghai in early September 2013, proved so successful that before it had closed over 70% of available space for the next show had been reserved. The 2013 event was attended by 4,296 visitors over the three days who made 5,575 visits in all to 192 companies from 21 countries and regions represented on the show floor. These figures outstripped the organisers' own targets. The next edition is scheduled for 3-5 September 2014 at INTEX Shanghai.

Event director James Coleman of Reed Exhibitions said that the new show in the Oceanology International series not only lived up to expectations but also exceeded them. Adding in 767 exhibiting personnel, the organisers had total attendance of 5,063. With over 70% of the available space already reserved

for next year, the event has clearly demonstrated its value to exhibitors.

UK Pavilion for 2014 show

Exhibitors were indeed fulsome in their experience. As John Murray of the Society of Maritime Industries (SMI, UK) said that [OI China](#) is a show which has been necessary for a few years since China is a very important market in oceanography, and he sees huge potential in China. He thinks the interest and number of visitors have been exceptional and he expects quite a large volume of business to come from having been in Shanghai. A number of UK companies were brought over and all of them have been very pleased with the level of enquiries received.

Successful OI China Conference

Alongside the exhibition, Oceanology International China featured a free-to-attend conference. Conference Chairman, Professor Ralph Rayner sums up the three days, reflecting that Oceanology International China got off to a flying start with standing room only at the opening plenary session and with a collection of excellent presentations. The plenary session provided powerful perspectives on the role of ocean science and technology in both ocean resource exploitation and ocean environmental protection.

The conference opening plenary session featured a line-up of keynote addresses by Dr Bernard Montaron, director, Schlumberger China Petroleum Institute, Beijing; Sylvain Barbot, Nanyang assistant professor, National Research Fellow, Earth Observatory of Singapore; Yousheng Wu, Academic, 702 Research Institute of China Shipbuilding Industry Corp; Dr Sylvia Earle, founder of DOER Marine and renowned Oceanographer and Explorer; and Captain Don Walsh USN (retired), PhD, president, International Maritime Inc.

Subsequent conference sessions covered Underwater Vehicle Technology; Navigation and Positioning; Ocean Observation Systems and Instrumentation; and Offshore Survey, Geophysics and Geotechnics.

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