Ocean Observation Technology
Branch of the Chinese Society
of Oceanography

Chinese Society
of Oceanography
National Ocean
Technology Center

Organiser: Co-event Manager: Learned Society Patron:
Host Supporters: International Supporters:
Concurrent Exhibition
3-5 NOV 2015, CECIS, SHANGHAI

www.oichina.com.cn
3-5 NOV 2015, CECIS, SHANGHAI
Oceanology International China is the only forum in Asia where industry, academia and government share knowledge and connect with the international marine technology and ocean science communities. Developed in conjunction with government and industry associations, Oceanology International China provides domestic and international suppliers the opportunity to capitalise on China’s rapidly developing offshore energy and marine industries.

In its third year, Oceanology International China continues through its structured networking programmes to link International suppliers with Chinese buyers, enabling them to build relationships and develop business.

OI China will be held at CECIS - a new, state-of-the art exhibition centre in the centre of Shanghai with advanced infrastructure linking it to domestic and international locations.

Asia’s Premier Event for Marine Science and Ocean Technology

Show Date: November 3-5, 2015
Show Venue: CECIS, Shanghai
Exhibitor No.: Over 200 suppliers from 20 countries and regions
Expected Visitors: Over 5,000 attendees

Who Attended

28.81%  Chief Engineer, Technical Manager and Engineer
18.65%  Researcher and Technician
15.73%  Management and Executive
13.19%  Procurement
11.45%  Government Official
9.48%  Scientist and Professor
5.92%  Media and Others

* According to the security discipline of P.R.C, Confidential Unit visitors such as China Navy, are not listed.

“Oceanology International China 2014 has been good for Marine Electronics – we have met a lot of potential new clients”

Brian Evans, Director
Marine Electronics

“The event is fantastic, even better than it was last year. China is a growing market and it’s really essential that our company exhibits at this show”

Scott Mclean, Director
Ocean Networks Canada

“OI China 2014 has been very good for Teledyne. Exhibiting at the event and working with our partner, China ORES enables us to sell our products and gives us easy access to the Chinese market”

Des Bull, Sales Manager
Teledyne TSS Ltd
The Oceanology International China event connect the leading buyers and suppliers in the entire ocean technology and marine science supply chain industries such as aquaculture, defence & security, marine science, oil and gas and renewables.

**Exhibitors Profile**

**Component Manufacturers**
- Cameras
- Compasses
- Connectors
- Echo Sounders
- Electro Mechanical Sensors
- Electro – Optics
- Filters
- Hydrological Instruments
- Laser Measurement & Inspection Tools
- Magnets & Magnetometers
- Meters & Metering Systems
- Remote Sensing
- Slip Ring Systems

**Equipment**
- Tide Gauges
- Umbilicals
- Valves
- Vibration Monitoring Systems

**Service Providers**
- Sampling Devices
- Software
- Subsea Engineering Equipment
- Survey Equipment
- Navigation & Positioning
- Sedimentology

**Full Service Contractor**
- Environmental Consultancy
- Finance & Insurance
- Legal Consultancy
- Oil Field Service Companies
- Offshore Contractor
- Subsea Engineering

**Visitors Profile**

- Association & Media
- Education, Training & Research
- Drilling
- Finance & Insurance
- Fisheries & Aquaculture

- Government
- Marine Environmental
- Marine Minerals & Mining
- Marine Science & Academia
- Navigation & Positioning
- Oceanic Meteorology

- Oceanography
- Offshore Contractor
- Offshore Construction
- Offshore Oil & Gas
- Offshore Renewable Energy

- Ports & Harbours
- Shipbuilding & Maintenance
- Subsea Engineering
- Research & Development
- Telecommunications
- Transport & Shipping
Why Exhibit at Oceanology International China?

- **Gain exposure to the marine technology and ocean science community:** Meet 1,000s of buyers, partners and distributors from Asian markets
- **Reach a targeted audience:** With visitors from the oceanography, oil & gas, aquaculture and renewables sectors, Oceanology International China visitors are looking for long term solutions and partnerships
- **Meet the market face-to-face:** Two days of business bring the core industry direct to you
- **Connect with your target audience:** Hours of FREE conference sessions attract a high-level segmented audience
- **Develop new business relationships:** Structured networking events help develop new relationships and sales leads

**Blue Whale Club**

Back by popular demand from both buyers and suppliers, the Blue Whale Club connects companies entering the Chinese market with key local buyers and agents who are interested in specific marine products and services. Available to exhibitors only, this structured networking programme will help your company to establish new relationships with local customers and partners who attend Oceanology International China to specifically search for international suppliers.

93.3% of Blue Whale Club members were satisfied with OI China 2014

90% of Blue Whale Club members would attend OI China and Blue Whale Club in the future

86.7% of Blue Whale Club members expressed that they have met suitable suppliers in this OI China and the intentional interview and procurement with them have been made

“**It was rewarding to visit the OI China exhibition as a member of Blue Whale Club. At the exhibition, I have not only met with the suppliers that I have cooperated before to understand their latest equipment, but also communicated with suppliers that I have not cooperated ever. All of them might be our suppliers for future procurement.”**

Xijun Wu
Deputy Chief Engineer
First Marine Geological Survey Team,
Shanghai Offshore Petroleum Bureau, Sinopec

“**The interview arranged by the Blue Whale Club makes favorable effect. These potential clients may become our real buyer. I hope the Club will arrange more buyers for us.”**

Fengyun Zhang
General Manager
Beijing Time Frequency Technology Co., Ltd.
Oceanology International China Showcased 215 Exhibitors within the Marine Technology And Ocean Science Community Including:

- AML Oceanographic Ltd
- Applanix
- AXYS Technologies
- Bowtech
- CARIS
- Cellula Robotics
- Chelsea Technologies
- China ORES Ltd.
- DWTEK co.Ltd
- dotOcean NV
- eSonar Inc
- GEO Marine Survey Systems
- Geospectrum Technologies
- GRI Simulations
- Guangzhou Seatech
- Hawboldt Industries
- International Submarine Engineering
- iXBlue
- Joubeh
- Kongsberg Maritime
- Laurel
- Marine Electronics Ltd
- Mobilis SA
- Neptune Sonar
- Nke Instrumentation
- Norbit Subsea AS
- Nova Scotia Business
- Ocean Networks Canada
- OSIL
- Ping DSP Inc
- RIEGL Laser Measurement Systems GmbH
- SAIV AS
- Sea & Sun Technology
- Seabird
- SeaBotix Inc.
- Shanghai Geo Marine
- SMC Ship Motion Control
- SMD Ltd
- Society of Maritime Industries
- Systea S.p.A
- Tecnadyne
- Teledyne
- Think Sensor Research
- Time Frequency Technology Co. Ltd.
- Valeport
- Wildlife Acoustics
- Xeos Technologies Inc.

Strength of China as An Export Market

- Marine industry buyers in China rate exhibitions the most industry important channel for product information*
- 90% of buyers are looking for international products*
- The China Ocean Development Index Report (2014) shows that the marine economy grew 5% each year from 2010 to 2013.**
- China's gross marine production in 2013 amounted to RMB 5.4313 trillion yuan, an increase by 7.6% over the previous year***

Key Facts

- 96% of visitors are either very or extremely likely to recommend OI China to a colleague or a friend in the industry
- 100% of delegates would recommend the OI China conference to others in their profession
- 90% of visitors are likely to visit the next OI China in 2015
- 82% of exhibitors made over 100 businesses contacts at OI China
- 80% of exhibitors would recommend OI China to colleagues or industry associates
- 90% of exhibitors have either already rebooked for OI China 2015 or are likely to rebook

The Free to Attend Conference

The free to attend conference saw hours of content from 44 experts worldwide. Presented within 5 programmes, the conference content covered: UUVs-remote technology underwater, offshore survey, geophysics and geotechnics, ocean observation systems and instrumentation & underwater positioning and metrology.

Supported by the Chinese Society of Oceanography and in partnership with the Society for Underwater Technology

* China Marine Technology Purchasing Behaviour Study
** The China Ocean Development Index Report (2014), jointly released by National Marine Information Center, Xinhua (Qingdao) International Marine Information Center, Index Institute of National Financial Information Center
*** 2013 Statistical Bulletin of China’s Marine Economy released by State Oceanic Administration People’s Republic Of China
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About Reed Exhibitions

Reed Exhibitions is the world’s largest event organiser, with 42 international offices responsible for 500 events in 39 countries each year. The Energy and Marine Group is part of Reed Exhibitions major B2B industry events portfolio. This portfolio comprises a wide range of successful and well established exhibitions and conferences including Oceanology International, Oceanology International China, IBP/SPE Brasil Offshore, Protection Offshore, Santos Offshore, SPE Offshore Europe, SPE Intelligent Energy, SPE Arctic & Extreme Environments, SPE Russian Oil & Gas, Queensland Gas Conference & Exhibition, All-Energy UK, All-Energy Australia and All-Energy Canada.