



OCEANS'14 MTS/IEEE ST JOHN'S YYT

FINAL KEY MESSAGES

800 REGISTERED TO DATE

AND OVER 150 BOOTHS

350 PAPERS AND POSTERS

ARE YOU REGISTERED YET?

<https://www.oceans14mtsieestjohns.org/delegate/register/page1.cfm>

**Did you know it's easy to get to St. John's YYT - but remember
it's ST. JOHN'S, Newfoundland and Labrador - not Saint John !**

Visit: <http://oceans14mtsieestjohns.org/main.cfm/EID/44/Airlines-YYT/>

Beautiful Hotels and B&B's are available, but they're busy

Visit: <http://oceans14mtsieestjohns.org/main.cfm/EID/18/Hotels/>

HOLYROOD "DAY IN THE BAY" – IN-WATER DEMONSTRATIONS

Leading up to OCEANS '14, we have an exciting offer for you!!

Come Ashore and add us to your pre-conference agenda for a relaxing day of live demonstrations and fun activities.

The Town of Holyrood in partnership with the Marine Institute invite you to come join us for a tour and experience in-water product demonstrations and network over a reception hosted by Oceans Holyrood Initiative.

Visit : http://www.oceans14mthsieestjohns.org/userfiles/files/documents/dayinbay_rev02.pdf

Transportation from St. John's is provided and this event is free!

NL NIGHT Icebreaker

Hear the Music – Experience the Culture – Feel the Warmth

St. John's Convention Centre

Monday , September 15 – 7:00 to 10:00 p.m.

We cordially invite and encourage you to the NL Night Icebreaker – Hear the Music – Experience the Culture – Feel the Warmth. Yes, this year's Icebreaker will be a little different! Please join us for an evening of NL entertainment and hospitality featuring one of our best NL Bands, come taste local seafood and experience our NL culture with some of our best local artisans (and a chance to win some of their products). There will be ice carvings and local products made from 12,000 year old icebergs! We promise it will be a night to remember !

FACILITY TOURS

OCEANS' 14 is pleased to offer you tours of various Academic and Research Facilities to showcase the capabilities of Memorial University, C-Core and the Marine Institute. These tours will take place on Monday, September 15. **NOTE THE MEMORIAL, C-CORE Facility Tours are now filled**, there is however still some space available for the Marine Institute, to register please visit:

<http://www.oceans14mthsieestjohns.org/main.cfm/EID/74/Facility-Tours/>

GOING GLOBAL: MAKING THE MOST OF THE INTERNATIONAL OPPORTUNITIES AND HOW TO ENGAGE WITH HORIZON 2020

Monday, September 15

1:30 – 3:00 p.m.

Location: Alcock Room - St. John's Convention Centre

This Session will be split into two parts. The first half will focus on the work of the Canadian Trade Commissioner Service (TCS) and how it can help your business grow internationally by providing intelligence on specific opportunities, making connections to foreign organisations,

and delivering advice on topics including market entry barriers, certification and distributions, and concluding with some tips for doing business abroad and how the Canada – EU Free Trade Agreement will make working in Europe even easier. The second half will focus on outlining the purpose and scope of the European Union’s new C\$100 billion research and innovation funding programme, Horizon 2020, the particular themes in which calls are planned, and how Canadians can take advantage of the opportunities on offer.

For further information for this event visit:

<http://www.oceans14mtsieestjohns.org/main.cfm/EID/75/Special-Sessions/>

International Partnerships: Catalyzing Ocean Technology Transfer and Collaborations with Government, Industry, and Academia

Location: Salon F Monday, September 15 (1:30 to 4:00)

The challenges that confront our global community demand that we invest in new technologies to better understand and navigate the ocean environment. The need for innovation is driven by heightened security concerns, increased pressure for sustainable use of the ocean, understanding climate change, new shipping routes, and the search for hydrocarbon resources in increasingly deep and hostile environments. Innovation is often spawned by technology transfer partnerships such as commercialization of knowledge or inventions developed at government or university research laboratories, collaborative R&D between organizations, joint ventures, sub-contracting and development of dual-use technologies.

Technology transfer has become increasingly global. This is particularly the case in the ocean technology sector, due to the very nature of the oceanic medium in which we work spanning distances between continents and providing physical and commercial connections between nations and markets. Currently, international technology transfer largely is passive, as technology transfer officers often may not know how to leverage cross-border networks and identify potential commercialization partners. In addition, there are unique challenges, opportunities and legal issues associated with working international industry and research partners.

For further information visit:

<http://www.oceans14mtsieestjohns.org/main.cfm/EID/89/International-Partnerships>

TOWN HALL

PLEASE NOTE: You are not required to register for the Town Hall Sessions

Location: Brownsdale Room – Delta Hotel

Wednesday, September 17 (3:30 p.m. - 5:15 p.m.)

Partnerships in Observing – Canada and USA This Town Hall will discuss the importance of the partnerships between the United States and Canada. The panel will explore the question - Can we provide more services if there were a more formal North American observing infrastructure?

TOWN HALL

Location: Brownsdale Room - Delta Hotel
Thursday, September 18 (10:30 a.m. - 12:00 p.m.)

Developing the Marine Technologies and Services Industry Enterprise Marine technology and services companies are important partners and stakeholders of the ocean observing program and in have grown as a result of ocean observing programs. However quantifying their collective value remains a challenge. We will explore the opportunities and challenges to growing this enterprise.

For more details visit: <http://www.oceans14mtsieestjohns.org/main.cfm/EID/90/Town-Halls/>

“RALLY IN THE ALLEY ” A truly fun event !

Rally in the Alley – Please note there is an additional cost associated with this event.

St. John’s has more bars and pubs per capita than any other city in Canada and most of them are located on the infamous **George Street**. This evening the group gets to experience the famous nightlife of downtown St. John’s. We would host a traditional Fish and Chips dinner and follow dinner with an organized Pub Crawl That features local entertainment and cultural experiences in each venue. We finish the event at a venue that can accommodate a live dance band and our group. We would provide special passes to the group as to allow for easy access to all of the venues.

For further information on this fun event visit:

http://www.oceans14mtsieestjohns.org/userfiles/files/documents/Ocean's14_Rally_In_The_Alley_rev02.pdf