

Ocean Technologies

Exports: \$400 million

Overview:

- Most companies in the sector are small, privately owned and technologically advanced. Many are export-oriented with internationally recognized expertise.
- R&D and product innovation are key to competitiveness.
- Global demand for marine equipment is expected to be strong over the next decade. Opportunities for Canada will be in niche markets and areas of product strengths. Targeted marketing and intelligence efforts will be required.

Product Strengths:

- Marine equipment, mines countermeasures systems and underwater detection systems, underwater robotics, ocean information systems and cold ocean technologies.

Priority Markets:

- The U.S., Europe and Japan.

Key Strategic Priorities:

- *encourage marketing of complete marine systems packages in the U.S., building on successes already in exporting parts;*
- *promote the formation of strategic partnerships and joint ventures;*
- *exploit opportunities in the European Community, such as:*
 - *numerous European marine research institutes and agencies,*
 - *the European Community's Marine Science and Technology Program,*
 - *huge expenditures on North Sea oil and gas operations;*
- *exploit opportunities in emerging markets, e.g. CIS.*

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Activity	Date	Location	Dept.	Contact
United States				
Ocean Technologies, strategic partnering:	TBD 1992	Boston	EAITC	613-993-6577
Marine technology society trade show conference: ROV '92	Jun 1992	San Diego	ISTC	613-954-3398
Strategic alliance with the Great Lakes composite Centre: U.S. Navy Centre of Excellence	ONG 1992	Washington	ISTC	613-954-3428
Western Europe				
Shipping and marine technologies, product and services, trade fair: SMM '92	Sep 1992	Germany	EAITC	613-996-5554
Oceanology, trade mission to:	Oct 1992	France	EAITC	613-996-5554
Ocean Sciences mission to promote Canadian ocean industries technologies:	Nov 1992	Spain, Portugal	ISTC	613-954-3398
Marine equipment, trade fair, information booth:	Nov 1992	Netherlands	EAITC	613-996-5554
Marine leisure, trade fair, information booth: International Boat Show	Jan 1993	U.K.	EAITC	613-996-5554
Investment matchmaking/seminars: ocean technologies	Jan 1993	U.K.	INV CDA	613-995-9259
Japan				
Investment matchmaking/seminars: ocean technologies	Oct 1992	Japan	INV CDA	613-995-9259