



Promoting BlueTech
and Blue Jobs®

The Maritime Alliance & International BlueTech Collaboration

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www.themaritimealliance.org

May 16, 2017
U.S. – European Union cluster collaboration seminar



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Global Blue Economy: Enormous and growing

OECD* 2016 study:

The Ocean Economy in 2030

2010 – US \$1.5 trillion (conservatively)

2030 – US \$3.0 trillion (conservatively)

“The ocean economy is essential to the future welfare and prosperity of humankind...only recently begun to garner attention and move up the international policy agenda.”

Comparison:

2010 global water industry = \$500 B

2015 space industry = \$355 B

OCEANOLOGY INTERNATIONAL CONNECTS THE ENTIRE SUPPLY CHAIN:



UNDERWATER
COMMUNICATIONS



UNMANNED
UNDERWATER
VEHICLES



MARINE
AND SURVEY
VESSELS



HYDROGRAPHY



METROLOGY



MARINE
RENEWABLES



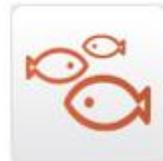
OCEAN
RESEARCH



OIL & GAS



MARINE
SECURITY



AQUACULTURE

*NOTE: The OECD is a Paris-based organization with 35 democratic country members founded in 1960 to stimulate economic progress and world trade.



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There is one global Ocean and it is critical for humans

The Seven Seas include the Arctic, North Atlantic, South Atlantic, North Pacific, South Pacific, Indian, and Southern Oceans.

The big 5 issues for humans require ocean-related solutions:

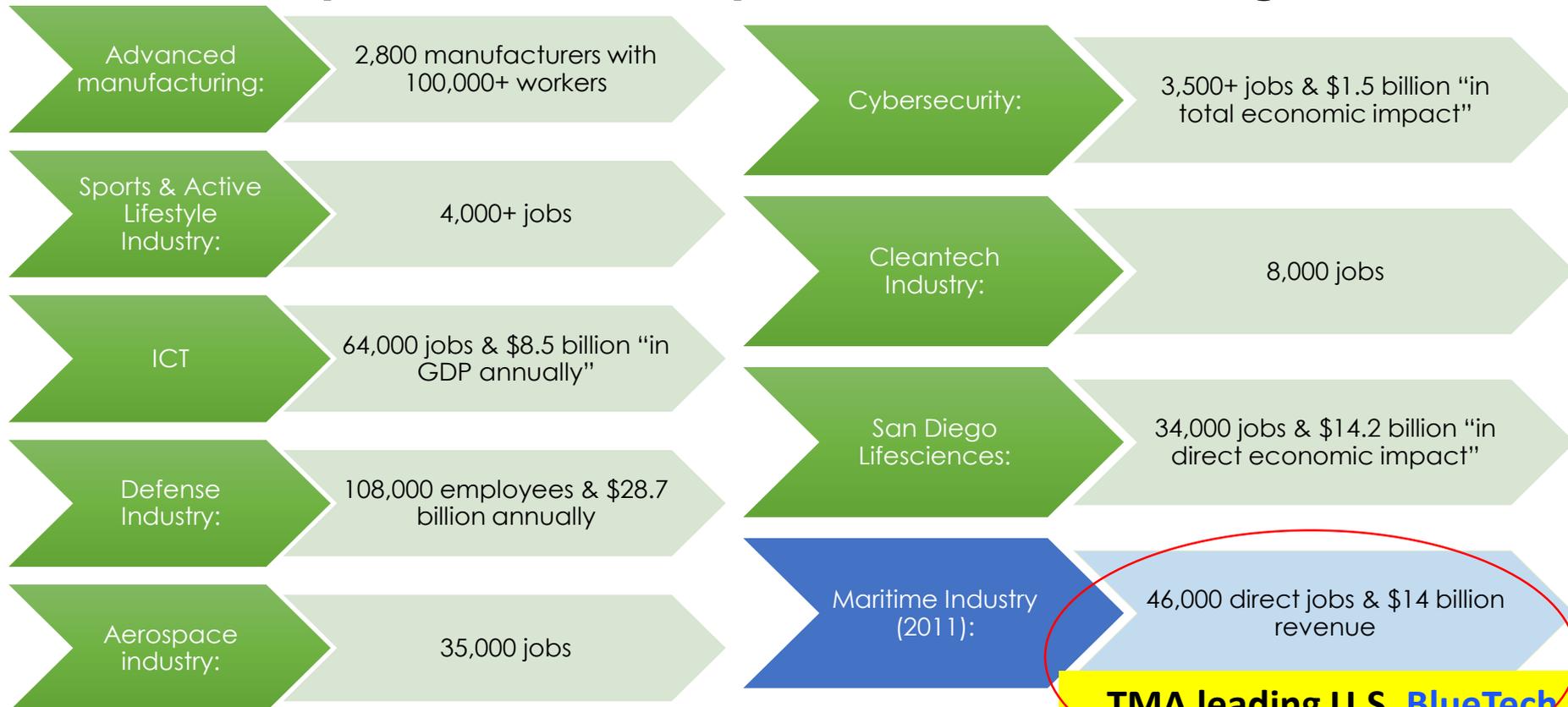
- **Water** – 97% of earth's water is in the ocean
- **Food** – protein to feed 9.5 billion people must come from the ocean
- **Medicine** – 98% of habitable earth & most life is underwater
- **Energy** – inexhaustible clean current, tidal, wave and wind energy
- **“Real Estate”** – 80% of world's population lives near shore.

Floating infrastructure is the only way to deal with rising seas.



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Comparative industry clusters in San Diego



TMA leading U.S. BlueTech cluster & leading intl. cluster



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Non-profit industry association & cluster organizer for the SD maritime (ocean & water) technology community

The largest, most organized **BlueTech** cluster in the U.S. & one of largest in the world

We bring together **academia, industry,** and **policy makers** to promote innovation and economic development in the **Blue Economy**

Create a **Blue Voice** via information sharing, national & international outreach, networking, research, & workforce development

Just began 11th year

Our Tagline:

“Promoting BlueTech and Blue Jobs”®

Our Mission:

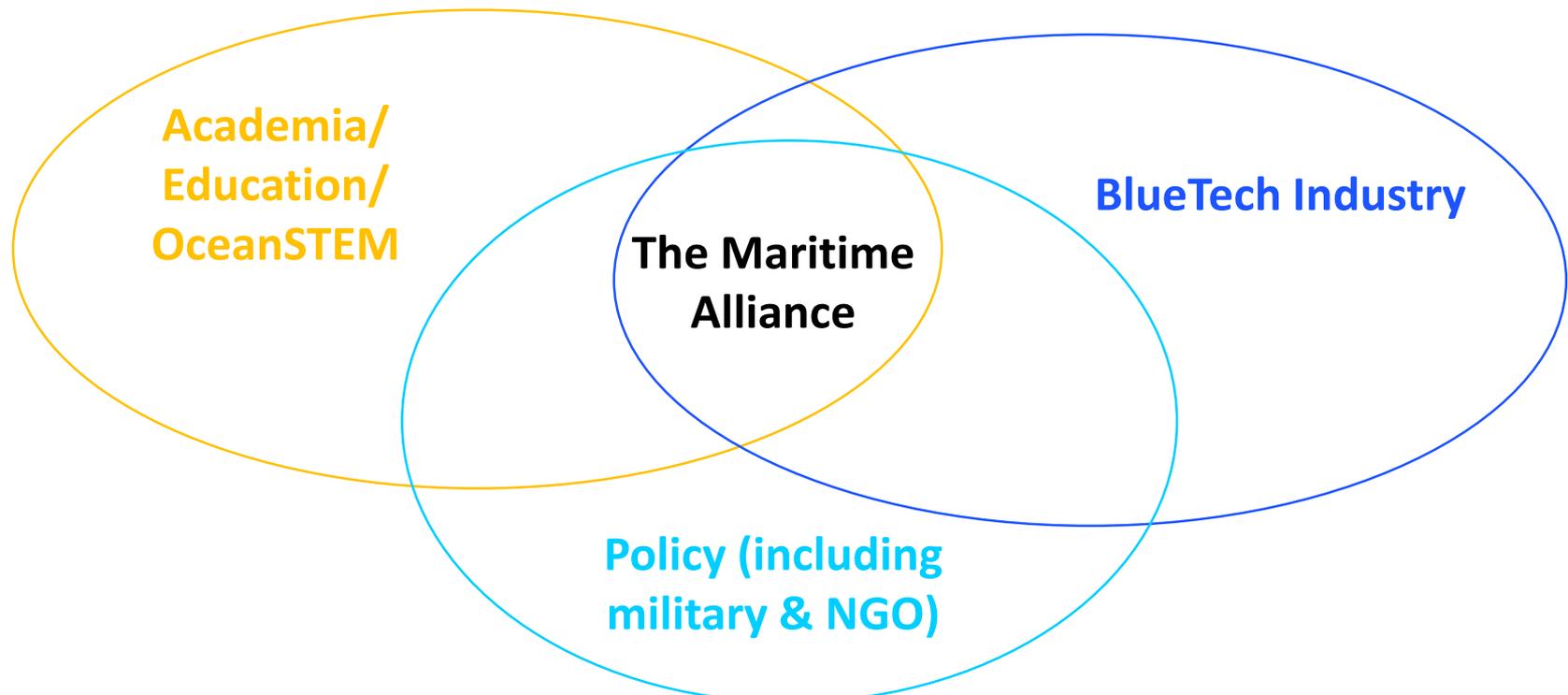
“Promote sustainable science-based ocean & water industries”



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TMA is all about collaboration across Academia, Industry and Policy to create a regional **Blue Voice** & promote **Blue** opportunity.

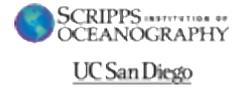


THE MARITIME ALLIANCE

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TRADE
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UC San Diego

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Inter - American Committee on Ports





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BlueTech Cluster Alliance

- **Mission** of BTCA: promote sustainable investment & growth of the knowledge-based ocean and water industries, to the mutual benefit of all Parties, through active regional, national and international collaboration.
- **Goal**: Work together in areas where members of participating clusters can share information, collaborate on research and development initiatives, and jointly pursue business development opportunities.

Charter Members of BTCA:

- Forum Oceano (Portugal)
- Marine Institute (Ireland)
- Oceans Advance (Canada)
- PLOCAN (Spain)
- Pôle Mer Mediterranee (France)
- **The Maritime Alliance** (U.S.)
- UK Blue Growth Network (UK)
- Regular Members of BTCA:
- Pôle Mer Bretagne Atlantique (France)
- To be determined



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Process to join BlueTech Cluster Alliance:

Criteria to join BTCA

- It needs to be a formal, industry-oriented, BlueTech “cluster” organization (not a general association, government entity, university, or the like); and,
- There should be a history of and budget for attending leading international shows, which is where most **BTCA** meetings will take place; and,
- There should be a history of demonstrable collaboration between international clusters, including promoting business-to-business opportunities.

The process will be:

- A member cluster needs to recommend a new member based on past and/or on-going collaboration; and
- Review and approval by majority of the seven **BTCA** Charter Members (representing 7 countries)



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Cluster collaboration over next 12 months:

International events: (*collaboration with **BTCA** and non-**BTCA** clusters*)

June 5-9, 2017: 1st UN “Ocean Conference” in NYC (Sweden & Fiji co-presidents)

Oct. 5-6, 2017: 4th “Our Ocean” conference in Malta (EU and US Dept. of State)

Nov. 6-10, 2017: 9th annual **BlueTech Week** in San Diego (**TMA**)

Nov. TBD, 2017: OECD “Blue Economy” economic analysis seminar in Paris

March 13-15, 2018: Oceanology International 2018 in London (48th year)

March 2018: *The Economist’s* 5th “World Ocean Summit” in Mexico

On-going academic, b2b and cluster collaboration (examples):

- Attracting funding to the industry
- Capacity building across Triple Helix
- Internships at different clusters and cluster member companies
- Linking accelerators, b2b opportunities, incubators, publicity, etc.



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Examples of EU-US cluster collaboration:

Denmark: Met recently with 4 Danish clusters. Exploring opportunities.

France:

- Signed bilateral MoU with Pôle Mer Mediterranee (PMM)
- Two San Diego companies have found French partners via PMM

Netherlands: Visited recently. Possibly assist them develop their **BlueTech** cluster

Portugal:

- Possible joint **TMA** / Forum Oceano effort for new Brazilian **Blue Economy** cluster
- Likely mission to Portugal after *Oceanology International* in March 2018

Sweden: Joint hosts to Side Event at UN *The Ocean Conference* in NYC June 5-9, 2017

UK

- One San Diego company has found a partner
- Jointly developing a **Blue Economy** cluster building capability



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*"If you want to go quickly, go alone.
If you want to go far, go together."*

an African proverb

We need each other. We need to collaborate.
Thank you!



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