



Innovation Intermediary Workshop
Moncton, N.B.
October 5, 2009

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Who is OceansAdvance?

OceansAdvance is an industrial ocean technology cluster aligning industry, academia and government to ensure that NL is a leader in ocean technology solutions to a world market



Strategic Goals

1. Promote the Ocean Sector as a key driver in the Provincial economy.
2. Support the branding of St. John's as a Center of Excellence in Ocean Technology regionally, nationally and internationally.
3. Enhance interaction and communication between research and development small and medium sized enterprises (SME's) and Government.
4. Foster long term economic wealth and growth in Newfoundland and Labrador Ocean Technology Sector.
5. Support and foster initiatives that require substantial effort from community members to identify opportunities impacting the Newfoundland and Labrador Ocean Technology Sector.



Strategy

Encourage and focus individual and collective actions to build an ocean technology cluster

Approach:

1st A softer broad community level

Develop positive mindset

Improve profile of cluster

2nd Development of strategic activities

Identify specific opportunities/initiatives

Community wide strategies



Activities to Achieve Strategy

- Marketing
- Forum
- Promotion

Focus: Strengthen Community Alignment



Ocean Technology Industry in NL

- 52 Ocean Technology firms
 - Mix of seasoned companies, junior tech firms and start-ups
 - Sectoral growth rate ~ 16% (annual)
 - Sector employs ~ 1500 people
- Ocean Technology R&D infrastructure
 - NRC Institute for Ocean Technology (IOT)
 - Memorial Univesity
 - Marine Institute – MUN
 - College of the North atlantic
 - 300 people (researchers, ocean engineers, faculty and technical support)



Our Thrust

How do we grow the industry from a \$300 million industry to a \$1 billion industry inside of 10 years?



PURPOSE:

To engage the NL ocean technology industry in an initiative orchestrated by OceansAdvance aimed at developing a Strategic Plan for Accelerating Growth in the NL Ocean Technology Sector.



Opportunity for Growth

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Summary of Ocean Technology Cluster Strategic Foresight Results

Thrusts	Arctic / Remote Energy	Next Generation Intelligent Ship Command / Control	Ocean Intelligence
Key Competencies	autonomous systems, intelligent systems, robotics	acoustics, remote sensing, communications, computing	
	nanotechnologies / microsystems	vessel / platform engineering	
	remote power supply	risk management, loss control	
	environmental science	'convertible' energy systems	
<i>Action Areas</i>			
Expertise Development, Attraction, Retention	academic programs	academic faculty / institutional research	industry
R&D Capacity	research centres	research initiatives	industry partnering
Funding	strategic (research)		tactical (business)
Business	competencies		activities
Public Vision	Federal	Provincial	Municipal
Cluster Evolution	industry	research / education	government



Outward Bound 2015

Strategic Agenda
to
Accelerate Growth in the
Ocean Technology Sector
In
Newfoundland and Labrador
Launch
October 8, 2009



For further information
please visit our website at
www.oceansadvance.net

Thank You !