



Oceanology International is a high-profile platform for companies from across the world to announce new developments in ocean technology, science and engineering

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Oceanology International Shines Light on Innovation and Product Launches with New Geo-matching Partnership

Oi24 joins forces with first ever Official Launch Partner to deliver integrated worldwide promotion for the trailblazers introducing today's game-changing ocean technologies

London, UK – 6 November 2023 – Oceanology International 2024 (Oi24) is strengthening its commitment to showcase the latest innovations and

cutting-edge ocean technologies to a targeted global audience with the announcement of Geo-matching as the event's first ever Official Launch Partner.

Delivering an expanded, higher profile stage for the industry's trailblazing companies, the new partnership integrates the established capabilities of the world's leading ocean technology exhibition and conference with the extensive digital reach of strategic marketing platform [Geo-matching](#). The agreement also includes the addition of Geomares sister brand [Hydro International](#) as an Official Media Partner for Oi24.

The enhanced launch experience on offer at [Oi24](#) will enable all exhibitors introducing new products, innovations and solutions to communicate their important breakthroughs and developments to a wider audience and generate even greater industry awareness around their Oceanology attendance.

Geo-matching, the world's largest online directory of maritime technology, including applications such as renewables, oceanography and hydrography, is a unique tool which matches potential buyers with manufacturers. Operating in tandem to link professional buyers and businesses, the Hydro International website, e-newsletter and printed magazine reaches the largest global audience in the field of hydrography.

David Ince, Oceanology International Portfolio Director, said: "Oi is already renowned as a global platform for ideas and progress, shining a light on innovations and unveiling the latest cutting-edge developments in ocean technology, science, and engineering. For decades, Oi has been targeted by industry heavy weights to launch their latest products and services, with over 80 launches promoted in 2022. Unlocking the innovations and strategies needed for exploring, protecting and sustainably operating in the oceans in the years ahead is more essential than ever in today's climate, and companies are responding to the rise in demand for new solutions across blue-tech, energy and offshore sectors.

"With the number of launches promoted at Oi24 expected to continue increasing, it's the perfect time to collaborate in a new way with a well-respected partner and platform like Geo-matching. We are delighted to announce this new partnership for 2024 and to deliver an enhanced launch platform, enabling a greater reach for our exhibitors who are developing

smart, sustainable solutions for the future.”

In its role as Launch Partner, Geo-matching will share the latest product news and developments from exhibiting companies launching new solutions on its dedicated Oi24 page and distribute launch announcements to its database of thousands of hydrographic and marine professionals. Oi exhibitors who are new to Geo-matching will benefit from three months’ free promotion on the platform.

The Geo-matching partner assets and extended reach are also integral to the Oi24 services included in Launch Packages on offer for the first time. To further boost presence and enhance the profile of new product launches, exhibitors can invest in tiered launch/PR solutions to maximize exposure and audience reach through scheduled launches at the exhibition, targeted remarketing campaigns, and PR and social media activity and support before, during and after the event.

Mike Enser, Oi24 Marketing Manager, said: “We are always looking for new and different things to do around the show which is the reason we approached Geo-matching. Offering an unrivalled, targeted reach, Geo-matching will add significant value to the customer experience and provide an enhanced platform for exhibitors launching new products.

“In coordination with the partnership and following the successful testing of timed launches at Oi22, we are also rolling out new Oi24 Launch Packages which will bring together the complete range of benefits. I encourage all exhibitors planning to launch transformational products and systems to consider our tiered launch/PR packages, to fully capitalize on our integrated marketing and PR, to boost worldwide exposure and awareness, generate product demand and leads, and maximize their attendance at Oi24.”

Peter Tapken, Head of Content, Geo-matching, added: “As the world’s largest product news and sourcing platform for the sector, Geo-matching is excited to join forces with Oceanology International and to extend the benefits of our platform to the exhibitors. I am confident the integrated promotional and marketing benefits will be hugely beneficial to companies in showcasing their new products and innovations on the world stage. I look forward to working with the leading companies in the field and introducing Geo-matching to their Oi marketing strategy.”

Oceanology International, and its co-located event OceanICT, takes place at London's ExCeL from 12 to 14 March next year and is expected to bring 450+ exhibitors from 80+ countries. Thousands of international industry buyers, influencers, and professionals will come together once again for the chance to benefit from the unparalleled global marketplace, forum and networking opportunity. Unique feature areas on the show floor in 2024 include the Future Tech Hub, OceanICT, three days of technical conference content, live on-water Dockside Demonstrations and the return of the premium Catch the Next Wave conference.

To view the Oi24 Product Launch Packages, contact Christian Maysey-Wells, Sales Manager, at christian.mayseywells@rxglobal.com.

To stay updated on OceanICT and Oceanology International 2024, please visit www.oceanologyinternational.com.

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About the Oceanology International Portfolio

Oceanology International – *Connecting the global ocean technology, engineering and science communities*

Oceanology International (Oi) is the global forum where the ocean industry,

academia and government connect to discover innovative solutions from the ocean technology and marine science communities to improve strategies for exploring, protecting and sustainably operating in the world's oceans and waterways. Held at ExCeL London, Oi brings together ocean professionals, facilitates ocean connections and showcases ocean innovation and technology.

www.oceanologyinternational.com

Oi exhibition and conference incorporates various events and features, including:

- **OceanICT – *A smarter, more sustainable ocean through connectivity***

Co-located alongside Oi, OceanICT helps connect AI, communications, satellite, IT and IOT solutions providers with key ocean- and water-based end user sectors from around the world.

- **Catch the Next Wave – *Innovation at the ocean-climate nexus***

Returning in 2024 for its 6th edition, the Catch the Next Wave conference pairs speakers from within and outside of the ocean community, with the aim of sparking new thinking and ideas across disciplinary boundaries and between sectors. The special edition at Oi24 will focus on the climate and biodiversity crisis. It will take a futuristic look at how key areas of rapidly evolving technology might contribute to innovative solutions at the ocean-climate nexus, helping to achieve net zero and beyond, at the same time as supporting the restoration of the Earth's essential biodiversity and ecosystem services.

- **Ocean Futures – *Meeting future ocean technology needs***

Thought leaders from industry, academia and government come together to discuss meeting future ocean technology needs in line with market developments and new ocean enterprise strategies. Held in the keynote Ocean Futures Theatre within Oi, it features panel discussions and strategic debates on topics including Transitioning the Ocean Economy, Sustainable Offshore Operations, BlueTech Investment and Future Talent/Careers.

About RX – *We're in the business of building businesses*

RX elevates the power of face-to-face events by combining data and digital products to create magical experiences and continual connections. RX enables customers to learn about markets, source products and complete transactions at over 400 events in 22 countries across 42 industry sectors. RX is part of RELX, a global provider of information and analytics for professional and business customers across industries.

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About RELX

RELX is a global provider of information-based analytics and decision tools for professional and business customers, enabling them to make better decisions, get better results and be more productive. The Group serves customers in more than 180 countries and has offices in about 40 countries, employing over 30,000 people.

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About Geo-matching

[Geo-matching](#) matches potential buyers with manufacturers. It is a unique tool where professionals can find and compare relevant products and/or manufacturers for their projects. A listing on Geo-matching provides excellent, targeted worldwide exposure and a high level of product awareness among a large group of potential customers.

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