



The Oi 2020 virtual exhibition and conference event attracted 2,843 attendees

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“Oi Connect really delivered for the ocean science and technology community,” says society President

Oceanology International 2020, held this year as a virtual event from 1st to 4th December on the custom-built, AI-driven Oi Connect events and meetings platform, completed its inaugural session to acclaim from the ocean science and technology communities.

Ralph Rayner, President of the Society for Underwater Technology, said:
“2020 has presented its challenges to the world and the ocean science and

technology community. However, I was delighted with how Oi Connect managed to bring so many of the community together. The Oi Connect platform saw many hundreds of meetings and conference hours delivered. Good business has been conducted and new relationships formed. In lieu of a face-to-face event, Oi Connect really delivered for the ocean science and technology community.”

Oceanology International is an essential date in the calendar for professionals working in the global marine science and ocean technology sector, with key conferences, multiple product launches and innumerable face-to-face meetings. The ongoing coronavirus pandemic forced the difficult decisions first to postpone the exhibition and then to run it as a virtual event, but these choices have been vindicated by the results. Oi Connect saw 2,843 attendees from 117 countries actively engage on the virtual platform, including 138 exhibiting companies.

This impressive turnout generated 1,057 attended meetings, rated an average of 4.4 out of 5 stars on Oi Connect’s review tool. The 27 conferences run over the course of the event attracted 7,686 views, totalling 2,448 hours. Rob Howard, VP Sales & Marketing at US-based digital and print publisher MarineLink, said: *“Marine Technology Reporter were delighted to be part of Oi Connect. We made a number of connections that kept us up to date with our clients. In addition, our participation in the conference sessions, both attending and as a moderator, was extremely informative.”*

The conference programme covered a diverse range of subjects, including oceanography, autonomy, hydrography, biochemistry, machine learning and geophysics. All of these are areas of rapid growth, and sharing information is crucial to maintaining momentum in research – often of key value in preserving the marine environment. David Ince, Events Director, Reed Exhibitions, commented: *“We are delighted that we have been able to deliver a first-time virtual event on the Oi Connect platform. It’s difficult to replicate the interaction and connection experienced live at Oi, and we have tried to structure Oi Connect around the facility to see, connect and meet with Visitors and Exhibitors across the week. There are things that were not perfect, and a huge amount we have learned in the process, but the overall objective to provide a digital space to bring together exhibitors, visitors, delegates, suppliers and buyers of ocean technology in a safe environment has been a success.”*

Looking forward, the team at Reed Exhibitions – organisers of Oi 2020 – are excited to be able to confirm the dates for the next live events in the

Oceanology portfolio. Oi Middle East will take place from 20-22 September 2021 at the Abu Dhabi National Exhibition Centre. Oceanology International will return as a physical event at London ExCel from 15-17 March 2022, while Oi Americas will run from 13-15 February 2023 at the San Diego Convention Center. *“We look forward to opening the doors and welcoming you all back soon,”* concludes Ince.

For further information, please contact

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About the Oceanology International Portfolio

Oceanology International is the world’s leading marine science and ocean technology exhibition and conference. Beginning its journey in the UK in 1969, Oi has established itself as a truly global portfolio, with events running in London, San Diego, Shanghai and Abu Dhabi.

Oceanology International offers a series of global and regional forums where industry, academia and government share knowledge and connect with the marine technology and ocean science community, improving their strategies for exploring, monitoring, developing and protecting the world’s oceans.

The Oceanology International portfolio includes:

Oceanology International - London: Oceanology International is the world’s largest exhibition and conference dedicated to serving all professionals working in the global marine science and ocean technology sector. The first

Oceanology International was held in Brighton, in 1970. Today, its home is at ExCeL London. Oi 2022 will run from 15-17 March 2022.

www.oceanologyinternational.com

Oceanology International Americas - San Diego: Oi Americas is a growing regional showcase of technology solutions and services with an audience of 2,750 attendees from 30+ countries. The third edition will take place from 13-15 February 2023. www.oceanologyinternationalamericas.com

Oceanology International Middle East - Abu Dhabi: The latest addition to the Oceanology portfolio of events will run from 20-22 September 2021 at the Abu Dhabi National Exhibition Centre (ADNEC) and will focus on the Middle East and Indian Ocean region's growing application of ocean technology across a variety of end-user sectors from Ocean Science to Aquaculture to Offshore Energy and more.

<https://www.oceanologyinternationalmiddleeast.com/en-gb.html>

About Reed Exhibitions

Reed Exhibitions is a leading global events business. It combines face-to-face with data and digital tools to help customers learn about markets, source products and complete transactions at over 500 events in almost 30 countries across 43 industry sectors, attracting more than 7 million participants.

Our events, organised by 35 global offices, leverage industry expertise, large data sets and technology to enable our customers to generate billions of dollars of revenues for the economic development of local markets and national economies around the world. ☒ ☒ Reed Exhibitions is part of RELX, a global provider of information-based analytics for professional and business customers. www.reedexhibitions.com