



INTERNATIONAL
TRADE
ADMINISTRATION



U.S. MARITIME TECHNOLOGY EXPORT INITIATIVE

APPLICATIONS REVIEWED ON A ROLLING BASIS

TMA BlueTech has continued its partnership with the U.S. Department of Commerce, International Trade Administration to increase exports from small and medium sized ocean companies (SMEs) from across the United States. With partial funding from the Market Development Cooperator Program (MDCP), the U.S. Maritime Technology Export Initiative (USMTEI) **helps offset costs for U.S. companies to exhibit at key industry trade shows.**

U.S. BlueTech SMEs are invited to indicate interest to participate in the opportunity listed below as soon as possible. **Eight U.S. companies will be accepted on a rolling basis until all slots are filled.** Costs covered by the MDCP include accommodations, exhibit fees, and other key programs that will open export opportunities (NOTE: flights to be booked/paid by each participant).

OCEAN BUSINESS 2023



APRIL 18-20, 2023 | NATIONAL OCEANOGRAPHY CENTRE SOUTHAMPTON UK

Thousands of attendees from around the world will meet at the **2023 Ocean Business (OB)** exhibition at the National Oceanography Centre (NOC) in Southampton, UK. This biennial event is considered one of the leading ocean tech trade shows globally and will showcase hundreds of exhibitors' latest products and services in an in-person, hands-on environment.

This OB show comes at a pivotal moment for the ocean. In 2015 the UN unanimously approved the 2030 Agenda for Sustainable Development with 17 Sustainable Development Goals. And the UN Decade of Ocean Science runs 2021-2030 as the world strengthens its efforts to mobilize, create and drive solutions for **"The Science We Need for the Ocean We Want"**. This is the time to forge global partnerships to propel much needed science-based innovative solutions focused on a new chapter of sustainable ocean growth. **TMA will coordinate all aspects related to trade show pavilion space, lodging and additional events.**

\$2,750 per company (discounted ~45% to normal rate) includes a 1-square meter pod in the TMA BlueTech Pavilion located in one of the most highly trafficked and visible locations at the OB trade show (booth V1). This spot is located at the entrance to the Dockside Hall, and will include poster signage, cabinet, electrical, exhibitor listing, meeting areas. Also included is hotel lodging for 6 nights for one person, along with B2B networking, group dinners, networking receptions, TMA support and possible site visits in Southampton. Each additional person is \$1,200 (assumes 6 nights).

"TMA and ITA exceeded my expectations. We had a packed schedule before, at, and after Ocean Business meeting with companies and organizations. You would be hard pressed to find another way to open as many doors in such a short amount of time."

- **Mark Gundersen - VP, Autonomous Vehicles, Marine Advanced Robotics**

Agenda (subject to change):

- **Monday, April 17th (pre-show):** Cluster meeting, behind-the-scenes at NOC, possible company visits.
- **Tuesday-Thursday, April. 18-20:** OB trade show with demonstrations and B2B matchmaking
- **Friday, April 21st (post-show):** To be arranged including possible company visits.

Benefits

- Pre-event webinars on the U.K. market and industry briefings
- Media and publicity about your company's selection for the Export Initiative
- Export counseling/export promotion services organized by U.S. Commercial Service and **TMA**.
- Up to three customized, pre-screened B2B meetings with prospective partners
- Invitations to VIP networking receptions
- Ability to demonstrate products and services at training and demonstration workshops:
 - Products can be shown in their real environment: on-board vessels, in dockside waters, in classrooms or in the test tank (*most require prior booking and separate fees*)
- Possible separate site visits and meetings with local maritime, port and **BlueTech** organizations

Company responsibilities

- *Individuals are responsible for their own flights.* Agree to pay 100% of fees upon selection and execution of an agreement (required to hold a spot). **TMA** has the ability to cancel hotel and other reservations until four weeks prior to OB. If a company decides to cancel its spot on the mission with less than 4 weeks before the start of OB, **TMA** will be unable to provide refunds on cancellations.
- Attend planned meetings, receptions and trade show events.
- Submit a confidential quarterly report to **TMA** to share export results based on participation in program activities. Federal policies require reports for at least 4 quarters following the event.
- If the U.S. Department of Commerce, International Trade Administration or **TMA** would like to publicize any of your success, we/they will ask for your approval in writing.

"As a young small business, the programs offered by USMTEI, TMA, and ITA provided us with an invaluable opportunity to reach new customers and companies. We highly recommend the program."

Rusty Jehangir – Founder and CEO, Blue Robotics

ADDITIONAL INFORMATION:

1. TMA BlueTech has signed an MOU with the NOC. Companies participating in the USMTEI will have access to additional activities and networking.
2. TMA BlueTech is a proud member of the [BlueTech Cluster Alliance](#) (BTCA) – the international network of 10 leading BlueTech clusters from 8 countries – and will be coordinating meetings with cluster partner corporate members during OB.
3. TMA Europe has been established in Portugal with BTCA partner Forum Oceano (the national BlueTech cluster) and will be assisting U.S. companies interested in setting up in the EU market.

[APPLY HERE](#) if interested. For more information, contact Matt Classen, TMA BlueTech Executive Director, mclassen@tmablueotech.org.