

# Case Study: ICOE 2014

NOVEMBER 4-6, 2014

## Creating Opportunities: Connecting Local & Global Experts

The International Conference on Ocean Energy (ICOE) is the global venue for companies, researchers, development centres and operators to exchange information and build relationships with an eye to growing the international marine renewable energy industry. This was the first time the conference was hosted outside Europe since it started in 2006.



**700**

Attendees



**27**

Countries



**201**

Meetings



**121**

Exhibitors

## Why Nova Scotia?

With the world's highest tides rising and falling off our own coast and the growing international interest in the region's tidal power opportunity, Nova Scotia was a natural host for ICOE 2014. Marine Renewables Canada, in partnership with the Governments of Canada and Nova Scotia, and the Offshore Energy Research Association, worked with TCL to host the conference in Halifax, bringing delegates together and showcasing the local industry.

ICOE 2014 took attendees right to the shores of the Bay of Fundy to see first-hand how researchers and companies are working to harness Nova Scotia's ocean energy. The conference gave international delegates exposure to locally owned and operated companies that are creating economic development opportunities from tidal power. And most of all, it helped grow industry-to-industry connections that will last far beyond this year's conference.

“ Being able to see the Bay of Fundy first hand and meet companies and organizations actively involved locally was a big draw for a lot of the international delegates.

**Elisa Obermann**  
Marine Renewables Canada



An acoustic Doppler current profiler deployment by Fundy Ocean Research Center for Energy. The instrument can be used to measure the direction and speed of rushing water.

(Photo courtesy of Fundy Ocean Research Center for Energy.)

## Where it all comes together

We knew Halifax could compete with the best of international host cities as an urban destination delegates could get to easily and enjoy. Our team worked closely with Marine Renewables Canada and their partners, all the way from bid development to execution of the conference.

We accompanied them to ICOE 2012 in Dublin to scope the event and exhibition and helped with their planning efforts.

We even helped them develop a fun, engaging social program that showed what makes Halifax unique; many attendees made plans to come early or stay after to spend time here.

We also collaborated with their marketing committee on media relations, content development and social media support to help build excitement locally.

- **Driving economic development.** Open Hydro, an Irish tidal technology company, announced a new joint venture with Nova Scotia partner Emera Inc. at ICOE 2014. The new business will deploy locally-built tidal turbines into the Bay of Fundy, providing energy to over 1000 Nova Scotians.
- **Leading edge technology at work.** Delegates had an opportunity to see how leading in-stream tidal energy technology is being used by researchers and developers to utilize the power potential of the Bay of Fundy tides.
- **Creating connections.** Our team helped connect the host organization with government and prominent energy industry partners and recommended a local event planner that managed event logistics and provided on-site support.
- **Unique opportunities.** Nova Scotia is home to world-renowned ocean- and clean-technology research institutions and one of only three commercial tidal power plants globally. ICOE gave us an opportunity to show them to the world.

>> **Learn more about working with our team to bring your conference to Nova Scotia.**



During the conference, the Twitter hashtag #ICOE2014 was used over 1000 unique times in 10 different languages!