

ACROSS THE DATA POND ANALYZING A SEA OF OCEAN DATA

01101010100101 GERMANY'S AND CANADA'S DEEP DIVE
10100110101 INTO OCEAN ANALYTICS AND ITS POTENTIAL
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HALIFAX

COX
&
PALMER

BERLIN

EMBASSY of
CANADA to
GERMANY

17 NOVEMBER 2016



AN INNOVATIVE PLATFORM FOR TRANSATLANTIC COOPERATION

The German Canadian Concourse has a track record of bringing together thought leaders and decision-makers on up-to-date innovative topics with a relevance to Canada and Germany.

The GCC is a conference series in the spirit of the recent declaration by the German Federal Ministry for Economic Affairs and Energy and Canada's National Research Council (NRC) on strengthening German-Canadian cooperation on innovative projects. The GCC is an established format to foster the process of connecting German and Canadian initiatives. With German-Canadian exchange expected to be boosted by the newly-signed Comprehensive Economic and Trade Agreement (CETA), the GCC aims to expand its platform for showcasing successful examples of cooperation and for launching further collaboration between the two countries.

2016 marks the fifth instalment of the unique Transatlantic Symposium which realizes the German-Canadian exchange in real-time; though it is the first appearance of the German Canadian Concourse in Atlantic Canada, specifically in Halifax, for a conference on Ocean Data Analytics right at Canada's ocean innovation epicentre.

Welcome to GCC #5.

 www.linkedin.com/company/german-canadian-concourse

 @GerCanConcourse #GCC2016



WELCOME TO THE GERMAN CANADIAN CONCOURSE 2016

GREETINGS FROM THE CANADA MEETS GERMANY NETWORK



Dr. Matthias Mück

President, Canada Meets Germany Network e. V.
Chairman of the German Canadian Concourse

It is my great pleasure to welcome you on behalf of Canada Meets Germany Network (CMG-NET) to the fifth German Canadian Concourse (GCC) at the two conference locations in Halifax and Berlin.

The year 2016 brought very positive developments which will further strengthen the German-Canadian relations. With the two countries already looking back on a long track record of collaboration (the Bilateral Science and Technology Cooperation Agreement signed by Canada and Germany marks its 45th anniversary this year), with German-Canadian exchange expected to be boosted by the newly-signed Comprehensive Economic and Trade Agreement (CETA) between Canada and the EU, the collaboration on innovative topics will be further spurred following a recent declaration of intent signed by the German Federal Ministry for Economic Affairs and Energy and (BMW) Canada's National Research Council (NRC).

The German Canadian Concourse has a track record of identifying evolving thematic trends with transatlantic relevance and to gather thought leaders from both countries to forward innovative discussions. When the GCC organizing committee took this year's topic on board upon recommendation of the Halifax-based Institute for Ocean Research Enterprise (IORE), who made the case for a conference in a German-Canadian setting that should investigate the value-creation chain in ocean data analytics and its economic implications, we

dived into a vast ocean of research and industry activities related to the maritime big data challenge.

German-Canadian joint projects play an important role in the development of analytical systems which provide maritime players with enhanced decision-making tools on the basis of intelligent fusion of ocean data from different sources. Focusing on the value-creation chain in ocean data, starting at earth and ocean observation down to the development of analytical tools, the GCC will explore new fields for enterprises. A prime example is the PASSAGES project under Airbus Defence and Space's lead, in cooperation with Dalhousie University in Halifax, jointly funded by BMWi and Natural Sciences and Engineering Research Council of Canada. It demonstrates a data fusion concept for better situational awareness in the arctic sea and is a beacon project for the German government in line with the National Masterplan for Maritime Technologies. The state of Bremen with a strong industrial footprint in the maritime and aerospace sector plays a central role in maritime security and development of downstream products.

The GCC has moved to Nova Scotia for this particular event to be closer to the source of ocean data. The decision to hold the 2016 GCC in Halifax reflects the city's growing importance as a centre for forward-looking initiatives in the maritime sector. The recently announced governmental funding for the new Center for Ocean Ventures & Entrepreneurship (COVE), which will be a Field Trip destination on our program, illustrates the significance of the ocean research and industry sector in Atlantic Canada for federal and provincial policies.

A matching initiative on the German side is the Ocean Technology Center (OTC) in Rostock which aims to provide a subsea test area for underwater technology and business development. The Fraunhofer Institute for Visual Computing will present the OTC concept with a focus on subsea monitoring and analysis.

On an international scale, Canada aims at setting new standards for transnational cooperation with the collaborative research initiative Ocean Frontier Institute (OFI), a partnership of three universities in the maritime provinces, Canadian government organizations and eight international research institutes – equipped with considerable funds from the Canadian government. Among OFI's world-leading institutes, we are happy to have Dalhousie, GEOMAR in Kiel, Germany, and the Royal Canadian Navy at our Transatlantic Symposium.

I invite you to join our discussion on success stories, to share visions and to meet people across the Atlantic.



GREETINGS FROM CANADA'S AMBASSADOR TO GERMANY



Her Excellency Marie Gervais-Vidraire
Ambassador of Canada to Germany

Dear members of the Canada Meets Germany Network,

It is my pleasure to be patron of the German Canadian Concourse 2016, which brings together a transatlantic network of professionals to discuss the subject of ocean analytics and its potential for partnerships in business and research.

For the fifth time, this conference is the result of a successful cooperation between the Canada Meets Germany Network and the Embassy of Canada.

The state of the world's oceans is an important indicator of the overall health of the planet. The oceans off the coasts of Canada - Pacific, Atlantic and Arctic - comprise some of the richest and most diverse ecosystems on Earth.

Canada and Germany have a shared responsibility to contribute to maintaining the integrity of marine ecosystems and researchers on both sides of the Atlantic are making important progress in understanding the complexity of our oceans. But we need to invest more time and resources in this important field of maritime research.

I am very pleased to see the members of the Canada Meets Germany Network addressing this topic. This is an opportunity to learn from each other and to increase transatlantic business, as well as research collaboration and cooperation, again bridging the Atlantic by holding this conference simultaneously in Halifax and Berlin.

I congratulate the Canada Meets Germany Network on their partnerships with public sector organizations like the Institute for Ocean Research and Enterprise and the Centre for Ocean Ventures and Entrepreneurship. I also applaud the decision to partner with the private sector, since their contribution to collecting data and implementing technological solutions is essential.

We in the Embassy of Canada are particularly conscious of how cooperation like this underpins the broader success that the recently-signed Canada and European Union Comprehensive Economic and Trade Agreement, otherwise known as CETA, will bring. This agreement is a key part of our bilateral future. It will open new market opportunities for companies in both Canada and Germany while creating new jobs and contributing to economic growth. The CETA also secures enhanced cooperation on environmental issues, as well as on science, technology, research and innovation – subjects at the centre of today's discussion.

In the spirit of such free trade, in this case of ideas, I encourage you to continue to work on our bilateral partnerships. We have much to learn from one another.



GREETINGS FROM GERMANY'S AMBASSADOR TO CANADA



His Excellency Werner Wnendt
Ambassador of Germany to Canada

Dear Friends and Supporters of the German Canadian Concourse,

It is my pleasure to welcome you to the 5th German Canadian Concourse. This year's focus lies on strengthening Canadian-German ties and cooperation in the field of Marine Sciences and Ocean Analytics. An area that offers room for innovative ideas on how to address collaboratively the challenges that come with the mass of Ocean data, at a scientific as well as at an entrepreneurial level.

There already exists a close cooperation between the Dalhousie University in Halifax and three Helmholtz Centres in Germany, the GEOMAR in Kiel, the Alfred-Wegener Institute in Bremerhaven and the Geological Research Centre in Potsdam. In 2012, the German Chancellor Angela Merkel signed a MoU between the Halifax Marine Research Institute and the Helmholtz Association, enabling this partnership to grow ever since. A confirmation of the excellence of this scientific cooperation is that Dalhousie University is receiving a part of the "Canada First Research Excellence Fund" for the Safe and Sustainable Development of the Ocean Frontier.

Furthermore, I want to highlight the Canada-Germany Joint Doctoral Program between the Transatlantic Ocean System Science and Technology research School of Dalhousie University and the Helmholtz Research School for Ocean System Science and Technology in Kiel, Germany. It enables graduate students from both countries to cooperate closely and lays the groundwork for a transatlantic network of future scientists. On my last visit to Dalhousie University at the beginning of October I had the pleasure to meet students involved in this program.

Now it is time to combine the data that we gather to broaden our knowledge and deepen our understanding of the ocean as a resource that has to be maintained sustainably. This link is best to be done by Ocean Analytics, combining ocean sciences with data management. Here lies the potential for innovative approaches, interdisciplinary measurements and economic growth.

It is a field that still has to be fully established and embraced by researchers and entrepreneurs. New businesses can evolve and should do so in a global perspective. This is not an area where individual countries can succeed singlehandedly; we need the international framework to achieve the big picture. Canada and Germany are two of the most important players in this field. Together we bridge the Atlantic with major ports, from Halifax to Hamburg. And that is what this year's Concourse is all about. Let us find new ways to collaborate and develop innovative approaches to global challenges.

I wish all participants an inspiring concourse with engaging discussions that foster our transatlantic collaboration.



GREETINGS FROM BREMEN, THE CITY OF SPACE



Senator Martin Günthner

Minister of Economic Affairs, Labour and Ports
of the Federal State of Bremen

Space in Bremen starts with the ocean. The Hanseatic City of Bremen has a long-standing tradition in trade and seafaring dating back many centuries. The maritime industries have remained one of the main pillars of Bremen's economy. Nowadays they strongly connect to the Bremen space startup scene also regarded as the Silicon Valley of European space industries.

The motto of the Bremen merchants is "buten un binnen - wagen un winnen" which means "at home and abroad – dare and win". This is symbolic also for business within the space industries and the importance of international cooperation in order to find solutions for the challenges we face together.

Space projects are technology drivers and solve problems in many other fields. For example, Bremen as a traditional port location is concentrating its activities on maritime safety issues. Projects like MARSAT are bringing together competences from deep sea up to space. They emphasize research and practical applications alike in the field of maritime security through a collaboration of several companies and the DLR Maritime Safety and Security Lab in Bremen.

Earth observation is important for solving today's problems, not only in the area of maritime safety, but also with respect to environmental issues and disaster management. In my opinion, satellite-based earth observation is a crucial factor for being able to find solutions to problems of mankind.

However, space technologies in general are applicable for many other areas and sectors. Therefore, the policy of the government of Bremen recognizes this and supports the space industry as one of the core industries in Bremen. One important factor is the link between space industries and research institutions as it is the key to creating research-to-business technology transfer, being innovative and fostering international collaboration.

This year's concourse, once again, will bring together participants from research and business, from the space and the maritime industries as well as from Canada and Germany and thus help to generate the new innovative ideas we need. I wish you a successful conference.



GREETINGS FROM THE PREMIER OF NOVA SCOTIA



Honourable Stephen McNeil
Premier of Nova Scotia

I am pleased to welcome the delegates of the 5th German Canadian Concourse to Nova Scotia.

Nova Scotia has maintained close ties with Germany for over 250 years. In fact, Nova Scotia is home to Canada's oldest German settlement, Lunenburg, which was established in 1753.

Nova Scotia is also home to a world-class ocean cluster. Our province boasts one of the highest concentrations of marine PhDs in the world. Ocean-related enterprises generate more than \$5 billion in annual revenue in Nova Scotia and account for 14 per cent of provincial employment. We are proud of the depth of local expertise in data analytics and recognize the promise that adoption of new methods across multiple sectors could bring.

Innovation in ocean industries is a priority for our province. The Centre for Ocean Ventures & Entrepreneurship (COVE) will be a place for global leaders in ocean science and research to work together with researchers, industry, Dalhousie University, Nova Scotia Community College, and others in a collaborative space where start-ups can be mentored and new technologies will be developed and sold around the world.

COVE will help Nova Scotia make the most of our competitive advantages in the ocean sector. The success of this venture will depend on a number of factors. International partnerships such as those with Germany will play a vital role.

The newly created Ocean Frontier Institute, led by Dalhousie University, in cooperation with some of the top ocean institutions in the world including, the Alfred Wegener Institute, the Christian-Albrechts-Universität zu Kiel, and GEOMAR Helmholtz Centre for Oceans Research, will also make a significant contribution to ocean research and bolster Nova Scotia's status as a world leader.

Nova Scotia looks forward to continuing to build upon the warm relationship we have with Germany by strengthening German-Canadian cooperation in ocean analytics, and identifying new areas for collaboration that support information sharing and the development of new innovations in the global ocean economy.

I wish delegates on both sides of the Atlantic, a successful and informative conference.

Sincerely,

Honourable Stephen McNeil,
Premier of Nova Scotia



GREETINGS FROM THE GERMAN FEDERAL MINISTRY FOR ECONOMIC AFFAIRS AND ENERGY



Iris Gleicke, MdB

Parliamentary State Secretary at the Federal Ministry for Economic Affairs and Energy,
Federal Government Commissioner for the New Federal States,
Federal Government Commissioner for Small and Medium-sized Enterprises and Tourism

Ladies and gentlemen:

Innovation and internationalisation ensure growth and prosperity. So it makes perfect sense to work with one of our closest partners to make this happen. Kirsty Duncan, Canada's Minister of Science, and I recently signed a declaration of intent to stimulate and fund joint innovation-driven projects between German and Canadian SMEs. This will help ensure that support is available for these research and development projects, thereby creating new partnerships and speeding up the development of highly marketable technological innovations.

I am therefore particularly pleased that the German Canadian Concourse is using its forward-looking format to promote our dialogue on innovative issues. This year's topic, ocean data analytics, is an exciting example of a field in which we can further expand our intensive economic and scientific relations.

I wish you and your event every success!



EVENT PROGRAM

FIELD TRIP – BERLIN



Airbus Defence and Space Intelligence and
GeoForschungsZentrum Potsdam
Platz der Einheit 14, 14467 Potsdam

	CET
Meeting point Leipziger Platz 17, 10117 Berlin	08:45
Transfer to Field Trip location in Potsdam	09:00 – 09:45
Visit of Airbus Defence and Space Intelligence and GeoForschungsZentrum Potsdam	09:45 – 12:00
Transfer to Canadian Embassy	12:00 – 13:00

TRANSATLANTIC SYMPOSIUM

COX & PALMER
The difference is a great relationship

Cox & Palmer
hosted at Holiday Inn Harbourview
101 Wyse Road, Dartmouth, B3A 1L9



Botschaft von Kanada
Embassy of Canada
Leipziger Platz 17, 10117 Berlin

AST		CET
8:30 – 09:00 am	Admission to the location	Networking lunch at the Embassy of Canada 13:00 – 14:00
9:00 am	Welcome remarks H.E. Marie Gervais-Vidricaire, Ambassador of Canada to Germany [video] Jason Tolland, Minister-Counsellor, Embassy of Canada [B]	14:00
9:10 am	Welcome remarks H.E. Werner Wnendt, Ambassador of Germany to Canada [video]	14:10
9:20 am	Opening remarks Dr. Matthias Mück, President, Canada Meets Germany Network [B]	14:20



AST		CET
9:30 – 11:15 am	<p style="text-align: center;">KEY NOTE</p> <p>“Keeping Track of the Ocean Carbon Sink: A \$1 Trillion Ecosystem Service in Need of Quantification through Novel Combination of Models and Data” [H]</p> <p>Prof Dr. Douglas Wallace, Scientific Director, Marine Environmental Observation Prediction and Response, Dalhousie University</p>	14:30 – 16:15
<p>ACROSS THE DATA POND: SUCCESS STORIES OF GERMAN-CANADIAN COOPERATION IN THE MARITIME FIELD</p>		
<p>Presentations</p>		
<p>“The PASSAGES Research Project: A Joint Canadian-German Approach to Create Situation Awareness in Canadian Arctic Waters” [B]</p> <p>Dr. Camilla Mohrdieck, System Lead Engineer, Airbus Defence and Space</p>		
<p>“TACTICS – TACTical Tracking of ICebergs and Ships in Sea Ice” [H]</p> <p>Sherry Warren, Project Manager, C-CORE</p>		
<p>“Tidal Power Generation in the Bay of Fundy” [B]</p> <p>Sarah Bischof, Hydrodynamics Engineer, Schottel Hydro</p>		
11:15 – 11:45 am	<p>Coffee break</p> <p>Hannes Weiland, GCC organizing team, explains the virtual match-making features</p>	16:15 – 16:45
11:45 am – 1:15 pm	<p style="text-align: center;">DIVING DEEPER: LOOKING INTO THE FUTURE OF OCEAN ANALYTICS</p>	16:45 – 18:15
<p>Presentations</p>		
<p>“DeepSense: An Ocean Data Analytics Platform for Partnership Research” [H]</p> <p>Prof. Dr. Evangelos Milios, Professor and Associate Dean – Research, Faculty of Computer Science, Dalhousie University</p>		
<p>“Ocean Technology Center Rostock - Supporting Research and Business in Subsea Monitoring Activities” [B]</p> <p>Prof. Dr. Uwe Freiherr von Lukas, Associate Director, Fraunhofer IGD / Subsea Monitoring Network e. V.</p>		
<p>Panel discussion</p>		
<p>Moderator: Alexander Thamm, www.alexander-thamm.de [B]</p>		
<p>Panelists: Prof. Dr. Peter Baumann, Founder and CEO, rasdaman [B] Prof. Dr. Colin Devey, Professor for Oceanic Volcanism, GEOMAR [B] Sheila Paterson, COO, Institute for Ocean Research Enterprise (IORE) [H] Capt. Dugald Thomson, Research Officer, Royal Canadian Navy [H]</p>		
1:15 – 1:30 pm	<p>Wrap-up and Conclusions</p>	18:15 – 18:30
1:30 – 2:30 pm	<p>Networking lunch at Holiday Inn Harbourview</p>	

[B] – from Berlin, [H] – from Halifax



FIELD TRIP – HALIFAX



Centre for Ocean Ventures & Entrepreneurship
27 Parker Street, Dartmouth, B2Y 2W1

AST

2:30 – **Transfer**
3:00 pm to Field Trip location

3:00 – **Visit of**
4:00 pm **Centre for Ocean Ventures & Entrepreneurship**

NETWORKING RECEPTION – HALIFAX



Nova Scotia Community College – Waterfront Campus
80 Mawiomi Place, Dartmouth, B2Y 0A5

AST

4:00 – **Transfer**
4:30 pm to Networking Reception location

4:30 – **Visit of**
6:30 pm **Nova Scotia Community College – Waterfront Campus**
Followed by **Networking**

NETWORKING RECEPTION – BERLIN

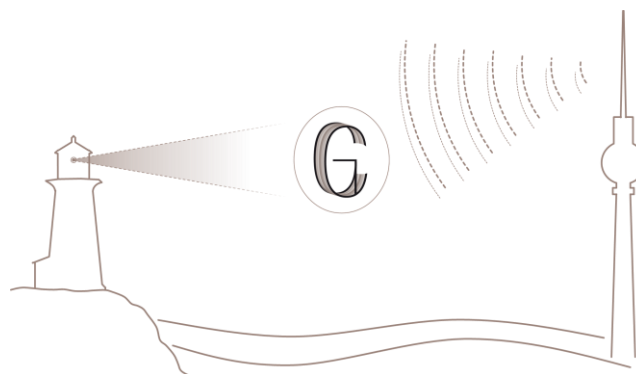


Landesvertretung Bremen
(Representation of the Federal State of Bremen)
Hiroshimastr. 24, 10785 Berlin

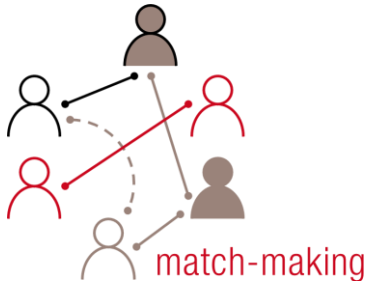
CET

Transfer 18:30
to Networking Reception location – 19:00

Networking at 19:00
Landesvertretung Bremen – 21:00



MATCH-MAKING AND NETWORKING TOOLS



The German Canadian Concourse is about match-making and networking.

Bringing together German and Canadian thought leaders from relevant industries, academic institutions and the public sector during the day-long event creates a unique opportunity to generate transatlantic linkages between participants.

The German Canadian Concourse format, which traditionally uses a live video-link connecting the German and Canadian Concourse Hubs during the Transatlantic Symposium, now also offers a custom match-making service built into the conference itself. As part of this service, attendants at the GCC will have access to participant profiles generated during the registration (and presented in this brochure

under section “List of Participants”) to get in contact with people in the audience with matching interests.

VIRTUAL NETWORKING CHATROOMS

The outreach to conversation partners at a Concourse Hub across the Atlantic is facilitated through two virtual chatrooms. At both symposium locations, two video booths are connected to the chatrooms. During networking lunches and coffee breaks, the GCC community is invited to experiment with the chatrooms and to engage in virtual transatlantic networking.



The chatrooms are implemented using the web-based **appear.in** platform. They can be accessed with a browser (or the appear.in smartphone app) by typing in the respective web address shown in the chatroom description below.

Get started and connect to a discussion with the other GCC Hub. Bring your smartphone to the coffee table and invite people to take part in an exciting new networking experience, brought to you by the German Canadian Concourse.

Chat room	General Networking	Ocean Data Analytics
Web address	https://appear.in/GCCnetworking	https://appear.in/GCCoceans
Description	<p>This chatroom is open for general transatlantic networking, not necessarily focussed on this year's GCC topic.</p> <p>Use this chatroom to meet counterparts interested in expanding German-Canadian cooperation.</p>	<p>This chatroom is open for an exchange on the GCC 2016 conference topic “Ocean Data Analytics”.</p> <p>Use this chatroom to discuss your experiences in the field of ocean data and related downstream products and meet potential partners for collaborations.</p>

MATCH-MAKING FOLLOW-UP

Following the conference, participating organizations will be contacted to identify unmet or additional match-making needs to achieve transatlantic goals in connection with the conference topic.

The match-making process is financially supported by the Atlantic Canada Opportunities Agency (ACOA), as well as aided through the consulting services of CANEU | Building Transatlantic Partnerships.



PROGRAM CONTRIBUTORS

SPEAKERS AND PANELISTS

Prof. Dr. Peter Baumann

CEO / Professor
rasdaman GmbH / Jacobs University



Dr. Peter Baumann is Professor of Computer Science at Jacobs University and Founder/CEO of hitech spinoff rasdaman GmbH. He is doing R&D on scalable multi-dimensional array databases and their application in science and engineering. With his work on algebra, query languages, and efficient architectures culminating in the scalable rasdaman array engine he has coined the research field of Array Databases. He has published 120+ book chapters and journal and conference articles, holds international patents on array database technology, and has received numerous international awards for his work, such as winner of the T-Systems Big Data Challenge in the Copernicus Masters Competition 2014. The rasdaman technology is in use in large-scale deployments worldwide, helping data centers to overcome the Big Data silos.

Peter Baumann is active, often leading contributor to standardization in OGC, ISO, and INSPIRE, being editor of a series of adopted international standards. He is regularly acting as general chair, program chair, or reviewer for leading conferences and journals. In the Research Data Alliance (RDA), he co-chairs the Big Data and Geospatial Interest Groups as well as the Array Database Assessment Working Group.

Sarah Bischof
Hydrodynamics Engineer
Schottel Hydro



Sarah Bischof, born 1988 graduated 2013 with a bachelor degree in naval architecture and ocean engineering of the University of Applied Science Bremen. After graduation she joined the University of Duisburg for her master degree in naval architecture and ocean engineering which she finished in 2015.

She joined SCHOTTEL HYDRO already in 2012 while writing her bachelor thesis. Throughout her master degree she supported the SCHOTTEL HYDRO team as a student assistant. After finishing her master degree she started working for SCHOTTEL HYDRO as a hydrodynamic engineer in 2015. She is working on tidal energy related issues. This involves both, the hydrodynamic design of the SIT turbine as well as the hydrodynamic simulation of floating tidal energy platforms. Sarah is furthermore involved in resource assessment studies for tidal energy conversion.

Prof. Dr. Colin Devey

Professor for Oceanic Volcanism
Geomar Helmholtz Centre for Ocean Research Kiel



Colin Devey is Professor of Oceanic Volcanism in the Research Division "Dynamics of the Seafloor" at Geomar, Helmholtz Centre for Ocean Research Kiel, Germany, a position he has held since 2004. He was Deputy Director of Geomar from 2008 - 2011. He jointly leads a transatlantic graduate school with colleagues at Dalhousie. He was born in the UK and gained his BSc at Imperial College, University of London and his PhD at Oxford University. He has led over 30 marine expeditions to study seafloor volcanism around the globe, ran a 6-year German Science Foundation Priority Program on Mid-Ocean Ridge Processes 2003 - 2009 and was Chair of the international InterRidge organisation 2004 - 2006. His research focusses on seafloor volcanism and the role of the oceanic lithosphere in the Earth System. He uses autonomous and remotely controlled vehicles for precise imaging and sampling of submarine volcanoes and their hydrothermal systems.



Prof. Dr. Uwe Freiherr von Lukas

Associate Director

Fraunhofer IGD / Subsea Monitoring Network e. V.



Uwe Freiherr von Lukas graduated in computer science (major subject computer graphics) from Darmstadt University of Technology. He started his scientific career as a staff member of the Computer Graphics Center (ZGDV) Rostock. Since April 1999, he has been head of the CAD & Teleservices research department. In 2002 he received a PhD (Dr.-Ing.) in computer science and took over responsibility for the Rostock department. In 2009 he joined the Fraunhofer Institute for Computer Graphics Research in Rostock to set up the newly founded Competence Centre "Maritime Graphics". Since 2005 he additionally works as a part-time lecturer at the University of Rostock where he has been appointed honorary Professor for Virtual Product Creation in 2010. He is a board member of the Subsea Monitoring Network association and other organisations dedicated to technology transfer in the maritime sector.

His research concentrates on applying visual computing technology (mixed reality, virtual engineering, visual analytics, computer vision) to the maritime domain.

Prof. Dr. Evangelos Milios

Professor and Associate Dean – Research

Dalhousie University, Faculty of Computer Science



Evangelos Milios is a Professor and Associate Dean Research in the Faculty of Computer Science, Dalhousie University, Halifax, Nova Scotia, Canada. He received a diploma in Electrical Engineering from the NTUA, Athens, Greece, and Master's and Ph.D. degrees in Electrical Engineering and Computer Science from the Massachusetts Institute of Technology. Prior to Dalhousie, he was with York University and the University of Toronto. He has done research in signal understanding, computer vision, mobile and underwater robotics. He currently works on modelling and mining of content and link structure of Networked Information Spaces, text mining and visual analytics.

Dr. Camilla Mohrdieck

System Lead Engineer

Airbus Defence and Space



Camilla Mohrdieck joined the Airbus Group in 2007 after she had worked for 15 years in academia, where her last positions included assignments at the Max-Planck-Institute for Metals Research and at the University of Stuttgart, Germany. Within the Airbus Group, Dr. Mohrdieck has held several positions in various large international development projects. Her background comprises multi-source tracking and data fusion for large integrated situational awareness and assessment systems. She was the technical project manager of the Canadian-German research project PASSAGES.



Sheila Paterson

COO

Institute for Ocean Research Enterprise

Institute for **OCEAN RESEARCH Enterprise**



Sheila joined the IORE team in February of 2016 as COO. In her role, Sheila builds relationships with industry, researchers, facilitating organizations and governments for the initiation, support, application and commercialization of world-class scientific research. Sheila spent eight years with the Province of Nova Scotia, most recently as a Business Development Executive at the Nova Scotia Department of Energy, working to enhance the capacity of the local energy sector supply chain and advance the province's international links. She previously worked with International Relations at the province's Department of Intergovernmental Affairs, with International Commerce strategy at the Department of Economic Development, and with the Air Quality group at Nova Scotia Environment. Earlier in her career, Sheila held process engineering roles with a high tech electronics manufacturer, led a custom electronics product design group, and worked in the aerospace sector in continuous improvement engineering. She graduated from Dalhousie University with degrees in Chemical Engineering and in Science.

Capt Dugald Thomson

Research Officer

Royal Canadian Navy, Trinity – Acoustic Data Analysis Centre



Capt Dugald Thomson graduated with an Electrical Engineering degree from the Royal Military College of Canada in 2004, before being posted to fly as an acoustic sensor operator aboard Canada's sub-hunting CP-140 Aurora aircraft in Comox, BC. He went on to do a Masters degree in Underwater Acoustics at the University of Victoria, subsequently joining the Navy's intelligence arm in Halifax, NS, as the Research Officer at the Acoustic Data Analysis Centre in 2012, while currently pursuing a PhD in Oceanography at Dalhousie. During his four years at ADAC he has collected, processed, analysed and reported on countless hours of underwater acoustic recordings from Canadian warships, submarines and aircraft, plus the multitude of ocean observing systems spreading across the world's oceans. In each case the data format, quality, sensor or target has varied, but the goal has always been the same - to distill intelligence from ocean data.

Prof. Dr. Douglas Wallace

Scientific Director

Marine Environmental Observation Prediction and Response (MEOPAR) Network



Dr. Douglas Wallace holds the Canada Excellence Research Chair (CERC) in Ocean Science and Technology, based at Dalhousie University in Halifax, Nova Scotia, where he also serves as the Scientific Director of the Marine Environmental Observation Prediction and Response (MEOPAR) Network. Prior to his CERC and MEOPAR appointments, Dr. Wallace was a deputy director and the head of the Marine Biogeochemistry Research Division at the Helmholtz Centre for Ocean Research Kiel (GEOMAR), and also spent more than a decade working as a scientist at the prestigious Brookhaven National Laboratory in the United States. He has made significant scientific contributions to his field through the Intergovernmental Panel on Climate Change, and the US Department of Energy where he developed the first survey to measure the global distribution of fossil-fuel carbon in the oceans.

Dr. Wallace's research interests focus on carbon cycle and air-sea exchange of gases. He holds a Ph.D. in chemical oceanography from Dalhousie University and a Bachelor's degree in environmental science from the University of East Anglia, United Kingdom.



Sherry Warren
Senior Remote Sensing Specialist/Project Manager
C-CORE



Sherry Warren is a Senior Remote Sensing Specialist and Project Manager at C-CORE in St. John's, Newfoundland. She received a M.A., (Geography) with a concentration in remote sensing from Memorial University of Newfoundland. Her graduate research in remote sensing focused on the use of satellite radar imagery in the prosecution of illegal oil discharges from ships. She also received training in satellite oceanography, remote sensing and Geographic Information Systems (GIS) for Integrated Coastal Zone Management at the University of Delaware, and her B.Sc. (Geography) from Memorial University of Newfoundland. She has 20 years of experience in remote sensing business development and research applications relating to Earth Observation (EO), both national and internationally in Europe. In the past 17 years at C-CORE, Ms. Warren has managed many industry and government projects for the Canadian Space Agency (CSA) and the European Space Agency (ESA) in the areas of river ice monitoring, sea ice monitoring, pipeline surveillance and oil spill monitoring. In addition to project management, she is actively involved in business and proposal development at C-CORE.

MODERATOR

Alexander Thamm



Alexander is moderator, manager and speaker by passion. He is dedicated to issues of international dialogue, equality, diversity and civil society. An overview of his latest moderations you can find at www.alexander-thamm.de/moderation.

As manager he worked for major foundations and within a broad range of civil society and public institutions. 2015/2016 he served as Managing Director of the Kreuzberger Kinderstiftung in Berlin, helping disadvantaged youth and young adults to educate themselves for an international environment. 2014, he took a sabbatical. These months allowed him to research and think about the future challenges of civil society, with a special emphasis on philanthropy. From 2008 – 2013 he worked as Program Director at the Körber Foundation in Hamburg, heading several projects on civil society. Alexander initiated the supporter's network for Community Organizing in Germany and served as its managing director. Before he served as Program Associate for the Berlin Office of German Marshall Fund of the United States, coordinating government relations and public affairs. Since then he is well connected with major transatlantic organizations. His start in working life, after several international internships, was at the Bertelsmann Foundation. As Project Manager he headed a major program in cooperation with the Federal Ministry of the Interior from 2003 to 2005, researching and promoting local integration policies for migrants.

Alexander studied political science in Bath, Bonn, Grenoble and Munich. His special interests include international civil society, international dialogue, foundations, political participation and the issues of equality, diversity, poverty and integration. His home is in Berlin and Kreuth (Bavaria), but having lived in several countries he would call himself a global citizen.

Please get in touch for more information at www.alexander-thamm.de.



LIST OF PARTICIPANTS

Name	Position – Company / Organization	Offering	Seeking
Saad Ahmad [B]	Researcher — Humboldt University Berlin	+ Information Technology + Research/Academia + Entrepreneurship	+ Energy/Off-shore + Technology Transfer + Business Development + International Collaboration
Gunther Ardelt [B]	Engineer — Luebeck University of Applied Sciences, Department of Electrical Engineering and Computer Science, CoSA Center of Excellence	+ Information Technology + Other: Communications, Systems, Applications + Research/Academia + International Collaboration + Other: Electrical Engineering, Computer Science	+ Defence/Security + Energy/Off- shore + Aerospace/Remote Sensing + Technology Transfer + Business Development + Entrepreneurship
Christina Arend [B]	Project Manager — Investitionsbank des Landes Brandenburg (ILB)	+ Other: Public Funding + Finance + Entrepreneurship + International Collaboration	+ Business Development + Entrepreneurship + International Collaboration
Stefanie Awerwald [B]	Consultant — GIZ GmbH (formerly)	+ Defence/Security + Energy/Off- shore + Other: Environmental protection + International Collaboration	+ Defence/Security + Energy/Off- shore + Business Development + Policy/Legal + International Collaboration
Ulrike Bahr-Gedalia [H]	President & CEO — Digital Nova Scotia	+ Information Technology + Entrepreneurship	+ Information Technology + Entrepreneurship + International Collaboration
Rob Barbara [H]	Partner — Build Ventures	+ Other: Venture Capital + Finance	+ Other: Venture Capital + Finance
Jennifer Bates [H]	Science Planning Officer — Geological Survey of Canada (Atlantic)	+ Other: Marine geoscience tech + Research/Academia	+ Energy/Off-shore + Other: Marine geoscience tech + Research/Academia + International Collaboration
Prof Dr. Peter Baumann [B]	CEO — rasdaman GmbH	+ Information Technology + Research/Academia + International Collaboration + Other: proven Datacube technology	+ Defence/Security + Energy/Off- shore + Aerospace/Remote Sensing + International Collaboration + Other: business relations on Big Data
Prof Dr. Rainhard Bengez [B]	FOO — j137 GmbH	+ Defence/Security + Aerospace/Remote Sensing + Information Technology + Technology Transfer + Research/Academia + International Collaboration	+ Defence/Security + Aerospace/Remote Sensing + Information Technology + Business Development + Policy/Legal + International Collaboration
Sarah Bischof [B]	Hydrodynamic Engineer — Schottel Hydro	+ Energy/Off-shore + Information Technology + Technology Transfer	+ Energy/Off-shore + Information Technology + Fisheries/Aquaculture + Technology Transfer + Research/Academia + International Collaboration
Maximilian Bornefeld- Ettmann [B]	Entrepreneur — Bornefeld-Ettmann & Partner	+ Defence/Security + Aerospace/Remote Sensing + Business Development + Entrepreneurship + International Collaboration	+ Defence/Security + Aerospace/Remote Sensing + Information Technology + Business Development + Policy/Legal + Entrepreneurship
René Botzenhardt [H]	Representative for Canada — CANEU Trade Consulting Ltd.	+ Other: Building Transatlantic Partnerships + Business Development + Finance + International Collaboration	+ Information Technology + Fisheries/Aquaculture + Business Development + International Collaboration
Daniel Bryce [H]	Marine-Coastal Planner / GIS Officer — Nova Scotia Department of Fisheries and Aquaculture	+ Information Technology + Fisheries/Aquaculture + Other: Geomatics + Technology Transfer + Research/Academia + Policy/Legal	+ Aerospace/Remote Sensing + Fisheries/Aquaculture + Other: Geomatics + Business Development + Research/Academia + International Collaboration



Mark Campbell [H]	Client Technical Leader, Atlantic Canada — IBM	+ Information Technology + Business Development + Research/Academia	+ Information Technology + Business Development + Research/Academia
Scott Carr [H]	CEO — JASCO Applied Sciences (Canada) Ltd	+ Defence/Security + Energy/Off- shore + Technology Transfer + Business Development + International Collaboration	+ Defence/Security + Energy/Off- shore + Technology Transfer + Business Development + International Collaboration
Dr. Barbara Cembella [B]	Cluster manager space industries — Bremen Invest	+ Aerospace/Remote Sensing + Business Development	+ Aerospace/Remote Sensing + Entrepreneurship
Allison Chua [H]	PhD student — Dalhousie University	+ Aerospace/Remote Sensing + Research/Academia + International Collaboration	+ Aerospace/Remote Sensing + Technology Transfer + International Collaboration
Nora Circosta [B]	Development Manager — Animal Equality	+ Other: NGOs + International Collaboration + Other: Fundraising	+ Other: NGOs + International Collaboration + Other: Fundraising
Francois Cordeau [H]	VP Emerging Technologies — NRC	+ Defence/Security + Information Technology + Technology Transfer + Research/Academia + International Collaboration	+ Information Technology + International Collaboration
Lawrence Cosh-Ishii [B]	Director — Mobikyo	+ Information Technology + Technology Transfer + Entrepreneurship	+ Information Technology + Business Development + International Collaboration
Giles Crouch [H]	CEO — DataTradr	+ Energy/Off-shore + Aerospace/Remote Sensing + Transportation/Logistics + Technology Transfer + Entrepreneurship + International Collaboration	+ Energy/Off-shore + Aerospace/Remote Sensing + Transportation/Logistics + Technology Transfer + Entrepreneurship + International Collaboration
Philippe Cyr [B]	Co-founder, Managing Director — Disrupt Space UG	+ Other: Space startups + Technology Transfer + Entrepreneurship + International Collaboration	+ Energy/Off-shore + Aerospace/Remote Sensing + Transportation/Logistics + Technology Transfer + Entrepreneurship + International Collaboration
Shanni Cyrus [H]	Assistant Project Manager — Institute for Ocean Research Enterprise (IORE)	+ Other: Observation + Business Development + Research/Academia	+ Other: Observation + Entrepreneurship + International Collaboration
Jurriaan De Bruin [B]	Aerospace engineer / MBA graduate — Telespazio VEGA Deutschland	+ Aerospace/Remote Sensing + Business Development	+ Energy/Off-shore + Aerospace/Remote Sensing + Other: Marine biology/chemistry/geology/physics + Business Development + Entrepreneurship + International Collaboration
Stephen Dempsey [H]	Executive Director — Offshore energy Research Association	+ Energy/Off-shore + Business Development + Research/Academia + International Collaboration	+ Energy/Off-shore + Research/Academia + International Collaboration
Prof Dr. Colin Devey [B]	Professor — Geomar	+ Other: Science + Research/Academia + International Collaboration	+ Aerospace/Remote Sensing + Research/Academia + International Collaboration
Renata Dividino [H]	Researcher — University of Koblenz	+ Information Technology + Research/Academia	+ Information Technology + Research/Academia
Russell Dmytriw [H]	Project Manager — OERA	+ Energy/Off-shore + International Collaboration	+ Energy/Off-shore + International Collaboration + Other: underwater sensor technology
Shawna Eason [H]	Business Development Executive - Renewables — Nova Scotia Department of Energy	+ Energy/Off-shore + Business Development + Policy/Legal + Other: Government	+ Energy/Off-shore + Business Development



Jens Fischer [B]	Owner — J. Fischer Consulting	+ Other: Investment + Other: Investment	+ Energy/Off-shore + Finance
Joe Fitzharris [H]	President — QS Atlantic	+ Defence/Security + Energy/Off- shore + Business Development + Entrepreneurship + International Collaboration	+ Defence/Security + Energy/Off- shore + Business Development + Entrepreneurship + International Collaboration
Nancy Flam [H]	Project Director — Big Data Alliance of Nova Scotia	+ Information Technology + Business Development	+ Information Technology + Fisheries/Aquaculture + Tourism + Business Development + Entrepreneurship
Prof Dr. Uwe Freiherr von Lukas [B]	Associate Director — Fraunhofer IGD	+ Information Technology + Technology Transfer + Research/Academia + International Collaboration	+ Defence/Security + Energy/Off- shore + Fisheries/Aquaculture + International Collaboration
Leo Gaessler [H]	President Ultra Electronics Maritime Systems — Ultra Electronics Maritime Systems	+ Defence/Security + Energy/Off- shore + Technology Transfer + International Collaboration	+ Information Technology + Technology Transfer + International Collaboration
Paul Gaskin [H]	Director Information Management — Fisheries and Oceans Canada	+ Information Technology + Fisheries/Aquaculture + Policy/Legal	+ Information Technology + Policy/Legal
Alexandra Geiser [B]	Leiterin Strategie und Marketing — Friedrichshain-Kreuzberger Unternehmerverein	+ Other: Entrepreneurial network in Friedrichshain-Kreuzber + Entrepreneurship	+ Other: Interesting contacts for our network + Business Development + Research/Academia + Entrepreneurship
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Dr. Sergey Missan [H]	CTO — 4Deep inwater imaging	+ Information Technology + Fisheries/Aquaculture + Other: Ocean microscopy + Research/Academia + Entrepreneurship	+ Energy/Off-shore + Information Technology + Fisheries/Aquaculture + Business Development + Finance + Research/Academia
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Ghislain Robichaud [B]	Counsellor, Science and Technology — Embassy of Canada	+ Aerospace/Remote Sensing + Information Technology + Transportation/Logistics + Technology Transfer + Research/Academia + International Collaboration	+ Aerospace/Remote Sensing + Information Technology + Transportation/Logistics + Technology Transfer + Research/Academia + International Collaboration
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Jeff Stockhausen [H]	Industrial Technology Advisor — National Research Council	+ Defence/Security + Aerospace/Remote Sensing + Information Technology + Business Development + Entrepreneurship + International Collaboration	+ Defence/Security + Aerospace/Remote Sensing + Information Technology + Technology Transfer + Research/Academia + International Collaboration
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Dr. Jeffrey Taylor [H]	Associate Vice President — Nova Scotia Community College	+ Aerospace/Remote Sensing + Research/Academia	+ Fisheries/Aquaculture + Business Development
Lawrence Taylor [H]	Founder — NovaSpectrum Analytics Inc.	+ Fisheries/Aquaculture + Entrepreneurship	+ Information Technology + Fisheries/Aquaculture + Technology Transfer + Business Development + Entrepreneurship
Alexander Thamm [B]	Moderator and Facilitator — www.alexander-thamm.de	+ Other: Philanthropy + International Collaboration + Other: Moderation	+ Other: Philanthropy + International Collaboration + Other: Public Affairs
Guenter Thauer [B]	CEO — t-bs	+ Other: Artificial Intelligence + Business Development + International Collaboration	+ Aerospace/Remote Sensing + Information Technology + Transportation/Logistics + Technology Transfer + Research/Academia + International Collaboration
Torsten Thiele [B]	Founder — Global Ocean Trust	+ Information Technology + Finance + Research/Academia + Policy/Legal	+ Information Technology + Transportation/Logistics + Fisheries/Aquaculture + Business Development + Policy/Legal + International Collaboration
Ian Thompson [H]	Executive in Residence — Cox & Palmer	+ Other: Business development + Business Development + Entrepreneurship	+ Other: Business development opportunities + Business Development + Entrepreneurship
Dugald Thomson [H]	Research Officer — Trinity - ADAC (DND)	+ Defence/Security + Research/Academia + Policy/Legal + International Collaboration	+ Defence/Security + Information Technology + Research/Academia + Policy/Legal + International Collaboration
Prof Dr. Thomas Trappenberg [H]	Professor — Dalhousie University	+ Information Technology + Research/Academia	+ Information Technology + Other: General Data analytics and machine learning + Technology Transfer + International Collaboration
Paul v. Streit [B]	Student — Deutsch-Kanadische Gesellschaft e.V.	+ Other: Medizin + Other: Medizin	+ Defence/Security + Energy/Off-shore + Fisheries/Aquaculture + Technology Transfer + Policy/Legal + Other: Environment
Dr. Christel van den Bogaard [B]	Scientific Employee — GEOMAR Helmholtz Centre for Ocean Research Kiel	+ Other: x + Research/Academia	+ Other: x + International Collaboration
Adrian Vannahme [B]	Manager Global Strategy — Reclay Group	+ Other: Environmental solutions + Business Development + Entrepreneurship + International Collaboration	+ Other: Environmental solutions + Business Development + Entrepreneurship + International Collaboration
Dr. Alain Vezina [H]	Director Science — Bedford Institute of Oceanography	+ Other: Government science programs + Other: Government science	+ Aerospace/Remote Sensing + Information Technology + Fisheries/Aquaculture + Research/Academia + International Collaboration
Udo Voigtländer [B]	Gen. Mgr. — VentureScout Munich/ Berlin	+ Other: Finance Competence + Finance + Entrepreneurship + International Collaboration	+ Information Technology + Entrepreneurship
Prof. Douglas Wallace [H]	Scientific Director — MEOPAR	+ Other: ocean science + Research/Academia + International Collaboration	+ Other: science policy + Business Development + Research/Academia + International Collaboration
Jens Walther [B]	Founder — Jens Walther	+ Other: Interest + Business Development + Entrepreneurship	+ Transportation/Logistics + Business Development + Entrepreneurship + International Collaboration



COMPANY PRESENTATIONS

PREMIUM SPONSOR AND FIELD TRIP HOST – AIRBUS DEFENCE AND SPACE



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Airbus Defence and Space is one of the three divisions of the Airbus Group and Europe's Number 1 defence and space company. It is the World's second largest space company and one of the top 10 defence companies worldwide. Its cutting-edge services and technologies enable governments and industries to manage their safety critical operations efficiently and effectively. The satellites, aircraft and services help to monitor climate and crops, and to secure borders. Airbus Defence and Space solutions guarantee sovereignty in foreign affairs and defence matters. All commercial, institutional and defence markets benefit from the sophisticated end-to-end solutions.

Weather and communication satellites are a key daily tool to safeguard maritime operations. Earth observation is providing critical information to support maritime safety for shipping and off-shore operations, providing wind and wave information, ice situational awareness, and identifying vessels. Operational services are being supplied to coastguards and oil, gas and minerals industry.

Airbus Defence and Space is the supplier of choice for commercial satellite imagery, C4ISR systems and geo-information solutions. Airbus Defence and Space has unrivalled expertise in satellite imagery acquisition based upon the exclusive commercial access to Pléiades, SPOT 6/7, TerraSAR-X and TanDEM-X.

The German-Canadian research and development collaboration has been benefitting from bi-lateral projects supported by the German Ministry of Economic's (BMWi) maritime programme, and by the German Space Administration DLR. The Airbus Defence and Space project, PASSAGES (supported by BMWi) and ShipTac (supported by DLR, and the Canadian Space Agency CSA) haven proven to be efficient team platforms with Canadian industrial and research partners. Within the project, PASSAGES provided risk management concepts for the Northwest Passage and ShipTac provided tactical routing information for all-year operations in ice-infested waters. Furthermore, Airbus Defence and Space has been participating in the national EMSEC project, gathering major German stakeholders with developing near-real time maritime security concepts.

Contact us: www.intelligence-airbusds.com / www.airbusdefenceandspace.com



NETWORKING RECEPTION HOST – BREMENINVEST



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Bremen – where you can realise innovative ideas and make your business a success

As an investment location, Bremen has everything you could ask for: open, tolerant people, a track record in innovation, outstanding research and technology institutes, and a high quality of life. Add your name to the many success stories that have been realised in Bremen and put your own business idea into action with the help of Bremeninvest.

Bremeninvest is the brand name for Bremen's economic development agency (WFB Wirtschaftsförderung Bremen GmbH). We specialise in meeting the needs of international customers and offer a one-stop support service for their business requirements. You can expect a team that works hard on your behalf, a fast decision-making process and a single point of contact who will efficiently coordinate all aspects of your case.

If you are establishing a subsidiary, a branch office or an international start-up, we will provide advice and support every step of the way. We can help you find the right premises, tell you about regional, federal and EU funding opportunities and help you with the official approval processes.

Contact our team to find out more about Bremen as an investment location, about your funding options and about the services provided by Bremeninvest.

Find out more about Bremen as an investment location

The city of Bremen and the port of Bremerhaven together make up the federal state of Bremen. We, the people of Bremen, have a long tradition of combining trade, commerce and innovation. With expertise in everything from maritime services, logistics and aerospace engineering to wind energy and automotive, our economy is strong and fit for the future. But that's not all: Bremen is also a key player in digitisation, Industry 4.0 and the creative industries.

FIELD TRIP HOST – CENTRE FOR OCEAN VENTURES & ENTREPRENEURSHIP



COVE, Centre for Ocean Ventures and Entrepreneurship is being established as a collaborative facility for applied innovation in the ocean sector.

COVE's mission is to propel the ocean economy by providing high quality marine infrastructure and a collaborative space in which a community of ocean enterprises can start, grow, and prosper. Our primary goal is to support ocean technology commercialization.

This hub of activity will be home to local and global ocean technology businesses, post-secondary institutions, researchers as well as marine-based and service businesses that support sustainable ocean activity.

Members of COVE will have unparalleled access to the ocean, shared facilities, and some of the leading minds in the sector. Start-ups will benefit from mentoring in the Start-Up Yard, the on-site incubator.

The facility will include a mix of short- and long-term workspace to support members locally and those visiting from other locations. They will receive access to a range of services and shared infrastructure. There will also be a full mix of programming that can be accessed on-site and on a virtual basis. Members from across Nova Scotia will have access to services via regional node arrangements. The amenities available to tenants of COVE include electronics fabrication and testing facilities, mechanical fabrication space, office space, storage spaces, water tanks, waterside marine services, and shared services such as reception and a large multipurpose room for training and events. There will be ongoing programming on-site.

COVE is at the centre of Nova Scotia's globally recognized ocean cluster, located in the former Coast Guard facility on Halifax Harbour.

COVE is a place where innovations will be developed and brought to market. It's a place where start-ups will be inspired and guided. It's a working facility for ocean enterprises with access to water and testing facilities.



SPONSOR – NRC-IRAP (SPRINGBOARD ATLANTIC)



The National Research Council Canada Industrial Research Assistance Program (NRC-IRAP) helps innovative small and medium-sized Canadian businesses grow through innovation. Delivered by a network of over 240 professionals located in more than 100 communities across Canada, NRC-IRAP supports the needs of small and medium-sized enterprises (SMEs) engaged in innovative or technology-driven activities. The Program provides a suite of advisory services, networking and linkages, and non-repayable financial assistance to SMEs. These services are adapted to the SMEs' industrial, socio-economic and geographic make-up in order to provide a customized response to their development needs.



Programme d'aide à la recherche industrielle du Conseil national de recherches du Canada (PARI-CNRC) aide les petites et moyennes entreprises novatrices canadiennes à croître grâce à l'innovation. Offert par un réseau de plus de 240 professionnels travaillant dans plus de 100 collectivités partout au Canada, le PARI-CNRC soutient les besoins des petites et moyennes entreprises (PME) qui s'engagent dans des activités novatrices ou axées sur la technologie. Le programme fournit aux PME une gamme de services-conseils, de services de réseautage et de maillages et une aide financière non remboursable. Ces services sont adaptés à la réalité industrielle, socioéconomique et géographique des PME afin de répondre de façon personnalisée à leurs besoins de développement.



COOPERATING PARTNER – CANEU | BUILDING TRANSATLANTIC PARTNERSHIPS



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THE “ON THE GROUND” SERVICE

CANEU is permanently represented on both sides of the Atlantic, working seamlessly with you from your familiar home base and abroad. From new market entrants to established businesses, CANEU builds on vetted relationships, intimate cultural knowledge, business acumen and a geographic presence to strengthen your foreign market interests. CANEU offers:

- ❖ Market entry strategies
- ❖ In-Market Representation
- ❖ Custom in-market projects

Our services can encompass:

- > Identification of New Business Opportunities – Helping you investigate where the opportunities lie
- > Go-to-Market Execution - Creating a comprehensive plan of attack
- > Marketing & Communications Plan - Determining who and assisting how you reach your target audience
- > Long-term Representation - Create an in-market base to operate from
- > Market- & Competitive Intelligence - Deliver on-going first-hand insights
- > Identification of financial resources – Public to private capital, we match you with foreign market funding

OUR CLIENT FOCUS

Client Type

- > New Market Entrants – those who are thinking of entering a new market in Europe and are determining strategies on how to do so
- > Companies with an established foreign market presence – those already exporting to Europe and looking for local assistance to improve their sales and/or operations

Industry Focus

- > Agri-/Aquaculture & Fisheries
- > Information and Communication Technologies (ICT)
- > Ocean & Clean Technologies
- > Medical Products (specifically medical supplies)

WHY WORK WITH US

- > We are represented in both Canada and Europe. We literally and figuratively speak the local language and can provide you with “real-time” information on the latest trends.
- > We are “on the ground” in Canada and Europe, ready to connect you with business partners in Europe while being your local partner in Canada.
- > We are personal not transactional. We strive to establish and maintain partnerships with our clients rather than provide just a “one-off” transaction.
- > Combined, we have over 45 years of experience in international finance, business development & strategy.
- > CANEU is a cost effective alternative to hiring a full-time business development employee at home or abroad. You pick the engagement level that suits you.

Our philosophy is to create client success by working on a 'for hire' basis, which ties our success to yours. While we can create one off market reports, we really look to longer term engagements to deliver on your goals.

CONTACT US



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