

PRESS RELEASE

Halifax/Berlin, 11 October 2016

Across the Data Pond

Transatlantic conference format 'German-Canadian Concourse' takes a dive into Ocean Analytics

Going into the fifth installment of the German Canadian Concourse (GCC) series, the GCC 2016 ventures into the ocean, discovering a new sea of data generated from disparate sources in globally exploring and monitoring our oceans. Titled "Across the Data Pond – Analyzing a Sea of Ocean Data: Germany's and Canada's deep dive into Ocean Analytics and its potential for spurring a new industry niche", the German Canadian Concourse 2016 will immerse itself in the cooperation between Canada and Germany in the field of data analytics and look into its economic implications. **Jim Hanlon**, Executive Director of the Institute for Ocean Research Enterprise in Halifax, a collaborating partner in this year's GCC, defined the challenge as: "We have reached the state where ocean data is being generated at a rate faster than it can be assessed and interpreted by humans."

As a day-long event, the GCC 2016 will take place on November 17th, simultaneously in Halifax and Berlin. Centered around the so-called Transatlantic Symposium, hosted in the two cities and connected via video conference, are Field Trips, as well as broad networking opportunities. The conference will be opened on both sides of the Atlantic by the patrons of the GCC, Marie Gervais-Vidricaire, Ambassador of Canada to Germany and Werner Wnendt, Ambassador of Germany to Canada.

Presenting thought-leading speakers from vested maritime fields, the GCC will explore how Canadian and German entities can collaborate around this emerging 'big data' challenge. Next to an audience generally interested in German-Canadian collaboration, the GCC is inviting stakeholders in the fields such as (Remote) Sensing and Information Technology as well as application sectors as Marine Tourism, Energy, Fisheries & Aquaculture, Marine Transportation and Marine Defence & Security to attend.

"German-Canadian joint projects play an important role in the development of analytical systems which provide maritime players enhanced decision-making tools on the basis of intelligent fusion of ocean data from different sources. With a view to the value-creation chain in ocean data, starting at earth and ocean observation down to the development of analytical tools, the GCC will demonstrate how the need to control a data flood generates a new field for enterprises and start-ups – also in a German-Canadian context", says, **Dr. Matthias Mück**, chairman of the GCC.

The GCC not only aims to showcase successful projects of German-Canadian cooperation in ocean analytics, but – as in previous years – wants to create a platform for launching further collaboration between the two countries. The video link, broadcasting the conference presentations and panel discussions between Halifax and Berlin, provides for a transatlantic exchange in real time. As a leading forum for German-Canadian exchange on innovative topics, the GCC supports the declaration of intent to strengthen collaboration between Canada and Germany recently signed by Mrs. Iris Gleicke, Parliamentary Secretary to the German Federal Minister of Economy and Energy and the Honourable Kirsty Duncan, Canada's Minister of Science.

Registration to the event is required under www.GermanCanadianConcourse.org/registration. The conference will be held in English.

The German Canadian Concourse 2016 is organized by the Canada Meets Germany Network, a not-for-profit association aimed at fostering German-Canadian relations.

Further information and registration:

Registration (open until 10 November 2016): www.GermanCanadianConcourse.org/registration
Newsletter subscription: www.GermanCanadianConcourse.org/newsletter
Follow us: www.linkedin.com/company/german-canadian-concourse
www.twitter.com/GerCanConcourse
#GCC2016

The detailed event program will be published shortly at www.GermanCanadianConcourse.org/gcc2016. The number of participants is limited.

Link to Government of Canada press release on September 21st, 2016 on “Germany and Canada sign declaration to strengthen innovative collaboration”: <http://news.gc.ca/web/article-en.do?nid=1127289>

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