



NOAA Releases Economic Study of the U.S. Ocean Enterprise - The Maritime Alliance Foundation a Key Partner

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The U.S. Integrated Ocean Observing System (IOOS), part of the National Oceanic and Atmospheric Administration (NOAA) and the Department of Commerce, released a first-of-its-kind study that looks at the economic impact of ocean observing systems.

The study identified more than 400 U.S. companies that contribute to ocean observations, measurements and forecasting - known as the Ocean Enterprise. Based on the study, the U.S. Ocean Enterprise generates \$7 billion in revenue annually, and 54% of companies 5 years or older expect the Ocean Enterprise segment of their business to grow in the next year.

In the foreword, Zdenka Willis, Director of the U.S. IOOS Program, wrote, "As a part of the wider 'BlueTech' industry, the Ocean Enterprise is set to be a growing sector, delivering increasing benefits to the U.S. economy and U.S. employment."

Dr. Richard Spinrad, NOAA Chief Scientist, wrote, "This report is a first map of a key component of the new

dynamic Blue Economy and it points us to the future of environmental intelligence as an exciting growth industry. The forecast is good."

Michael Jones, President of The Maritime Alliance Foundation, added, "As we extrapolate from this 'ocean observation' focused study we can begin to understand the current and future importance of the oceans for the U.S and the need - and the opportunity - for the U.S. to be a leader in developing sustainable, science-based ocean industries globally."

The report was published February 16th, 2016 and is available online.

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The Maritime Alliance

The non-profit Maritime Alliance "Promotes Blue Tech & Blue Jobs". As the cluster organizer for the San Diego maritime technology community, TMA fosters maritime business and technology innovation through collaboration around the U.S. and the world.

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