



## **BlueInvest Paris - May 3, 2018:**

### ***Event Review***

BlueInvest Paris - or, *Investir dans l'Economie Bleue* - was a half-day event organised by Ocean Assets Institute with co-sponsors European Commission - DG MARE, Norton Rose Fulbright (host), French Maritime Cluster and Armateurs de France. Over 70 delegates attended the invitation-only event. Even train strikes did not prevent us from achieving our desired audience. Delegates were financiers (both institutional and private investors), entrepreneurs, maritime leaders and policy-makers. While the seminar was entirely in French, we welcomed delegates from across Europe as well. Our generous hostess, Christine Ezcutari of Norton Rose Fulbright, opened the seminar and moderated the first panel. A luncheon buffet, sponsored by Metis Gmbh (lead consultant on the EC Blue Economy Investment Platform), concluded the event and provided ample time for networking among the high-level audience.

### **Industry Panel: Where are the Opportunities?**

*Bernhard Friess, Director, DG MARE*, shared results of a 10-year data series on the blue economy and his vision for the EC's Blue Economy Investment Platform led by his group.

*Frederic Moncany de St Aignan, President, French Maritime Cluster*, described the strategies for renovation and innovation across all of the maritime sectors.

*Gildas Maire, CEO of Louis Dreyfus Armateurs*, gave insights into the new challenges facing ship owners, from sustainability to global competition.

*Pierre Leenhardt, Manager of France Filiere Peche*, described the seafood value chain and the opportunities, as well as risks, for investors.

*Questions from the audience* stressed the need for French and EU public investment to support maritime innovators on a massive scale in order to successfully compete on a global basis.

### **Finance Panel: How to Access the Opportunities?**

*Moderator*: I was pleased to lead this panel of financiers active in blue economy investments.

*Samuel Mary, Research Analyst, Kepler Cheuvreux*, shared conclusions from his pioneering report on sustainable maritime investment: *A Deep Dive into the Blue Economy*.

*Laurent Sassier, Investment Director, Ace Management*, described his firm's investment approach in the maritime sectors first dedicated private equity fund.

*Mael Prudhomme, Founder, Ekosea*, gave an exciting presentation on the opportunities for early-stage investment with his platform connecting investors with maritime innovators.

*Questions from the audience* affirmed the need for blended capital approaches (public, private, venture, lending, grants, etc) to help enterprises of all stages succeed in the blue economy.

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## **Innovation Panel: Who are the Maritime Leaders of Tomorrow?**

*Moderator:* Eric Marty, Partner - Venture Capital, Demeter Partners

*Fabrice Bohin, CEO, Algaia*, described his company's achievements since 2014 and vision for the future where algae is the source for food, medicines, cosmetics and energy.

*Diane Dhome, Manager, Sabella*, shared its solutions for clean offshore power generated by waves and currents under the sea.

*Jacques LeMoigne, CEO, OFW Ships*, presented his *Blue Gold* business: extracting, filtering, bottling and distributing fresh water from the ocean to a world facing acute water shortages.

*Herve Allaire, CEO, SerEnMar*, gave us an inside view of the changing blue economy and what his company is doing to meet the need for optimal fleet management,

*Matthieu Kerhuel, CEO, Advanced Aerodynamic Vessels*, showed how his company's designs will cut workboat fuel consumption in half while doubling their speed.

*Romain LeGros, CEO, Geoflex*, described his improvements to global navigation satellite with enhanced positioning in real time - with growing demand from sea and land-based markets.

**Presentations** are available on [oceanassets.org/events](https://oceanassets.org/events)

**Autumn 2018:** We will organise a second seminar in Paris, again bringing financiers together with leaders and entrepreneurs across the maritime industry.

**Register your interest** with an email to: [info@oceanassets.org](mailto:info@oceanassets.org)

*Thank you!*

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