



## WORLD OCEAN COUNCIL

*The International Cross-Sectoral Industry Leadership Alliance  
for Ocean Sustainability*

News Release

### **MARITIME INDUSTRY MEDIA LEADER JOINS WORLD OCEAN COUNCIL**

#### **Baird Publications Becomes Latest Member of the International Business Leadership Alliance on “Corporate Ocean Responsibility”**

7 March 2011 –

Baird Publications, one of the world’s leading providers of maritime online news, publications and events, has joined the World Ocean Council (WOC).

Upon becoming a WOC member, Baird Publications Chairman Neil Baird stated, “Baird Publications is proud to be a part of the WOC. This unprecedented effort to bring together the diverse international ocean business community is much needed as we confront the challenges of stewardship of the interconnected ocean at the same time that shipping, energy extraction, fisheries, aquaculture and other activities are expanding to support growing populations and the global economy.”

He added that, “Ocean industry leadership and collaboration are essential to ensuring continued responsible access to marine space and sustainable use of marine resources. This can provide real business benefits for companies with a long term vision of their future as responsible ocean users.”

Mr. Baird called on other maritime companies to recognize the need for collective leadership and action and to join the WOC alliance on Corporate Ocean Responsibility.

WOC Executive Director Paul Holthus commended Baird Publications on their commitment. “The WOC looks forward to working with Baird Publications in increasing our outreach to maritime industries and ensuring companies have the information and opportunity to constructively engage in addressing the cross-cutting marine environmental issues that affect their operations.”

As the WOC grows, the organizers of key ocean industry events increasingly request WOC to speak on ocean sustainability issues and trends and the risks these pose to marine operations, as well as on the opportunities and business value of private sector leadership. In March 2011, the WOC Executive Director is an invited plenary speaker at Cruise Shipping Miami, the world's largest annual cruise industry meeting (Miami, 15-17 March), Green Shipping Technology (Oslo, 21-22 March) and Offshore Arabia (Dubai, 29-30 March).

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#### *About Baird Publications*

*Baird Publications, headquartered in Melbourne, Australia, is one of the world's premier maritime publishing houses and organizers of international conferences and exhibitions, all focused on the commercial, government and military marine industries. The group produces monthly magazines, including Work Boat World, and Ships and Shipping, a number of annual publications, and a series of market surveys and books. The online portal, Baird Maritime, provides a global maritime news service and comprehensive directories, such as Ships and Boats On Order, which details vessels under construction or on order at over 4,200 shipyards worldwide.*

#### *About the World Ocean Council (WOC)*

*The WOC is the only international, cross-sectoral alliance for private sector leadership and collaboration in “Corporate Ocean Responsibility”. Companies and associations worldwide are distinguishing themselves as leaders in ocean sustainability and stewardship by joining the WOC. Members to date include over 32 leadership*

*organizations from a wide range of ocean industries: oil and gas, shipping, seafood, tourism, ocean technology, maritime law, marine environmental services and other areas.*

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