



The International Business Alliance
for Corporate Ocean Responsibility

News Release

WORLD OCEAN COUNCIL PARTNERS WITH PEMSEA TO ENGAGE INDUSTRIES IN SUSTAINABLE DEVELOPMENT IN EAST ASIA

WOC and PEMSEA (Partnerships in Environmental Management for the Seas of East Asia) Announce Collaboration at Sustainable Ocean Summit

15 December 2016

At the WOC's 2016 Sustainable Ocean Summit (SOS), Rotterdam 29 Nov – 2 Dec, the World Ocean Council (WOC) and PEMSEA (Partnerships in Environmental Management for the Seas of East Asia) announced a new partnership to advance marine and coastal sustainable development in East Asia.

The partnership between WOC and PEMSEA provides a unique opportunity for collaboration in the East Asian Seas Sustainable Business Network on blue economy development, ocean investment and linkages between regional and global ocean governance and industry.

As an intergovernmental organization established between 11 country partners and 21 non-government organizations, PEMSEA understands the importance of multi-sectoral collaboration. PEMSEA recognizes the critical role that industry must play to meet its goal of 25% coverage of the region's coastline under integrated coastal management (ICM) by 2021. In 2015, the East Asian Seas Sustainable Business Network was launched as a regional coalition of forward-thinking companies focused on building a blue economy through the protection, conservation and sustainable use of oceans and coasts in the region.

The SOS 2016 brought together over 250 ocean industry participants and stakeholders from more than 30 countries around the conference theme of "Ocean 2030: Sustainable Development Goals and the Ocean Business Community". PEMSEA was on a panel of Large Marine Ecosystem (LME) programs for a discussion on the value of LME programs to ocean industry. For the closing plenary session, PEMSEA joined a panel of finance and investment experts in presenting its current blue economy investment efforts in East Asia.

Stephen Adrian Ross, Executive Director for PEMSEA, stated, "As a respected alliance for bringing together a diverse ocean business community, WOC has an important role to play in driving stewardship of the East Asian seas and connecting the region to the broader international discussion on sustainable development of coasts and oceans. Leveraging our strengths as regional and international organizations, PEMSEA and WOC have an opportunity to support industry on critical regional issues and promote investment in blue economy, strengthening the links between companies, governments, scientific institutions and other stakeholders at the regional and international levels."

Paul Holthus, Founding President and CEO of the World Ocean Council, added “The coastal and marine environment in East Asia, which includes the Coral Triangle, is one of the richest and most biodiverse in the world. Coastal and marine industries in the region such as shipping, seafood and tourism play a significant role in both the regional and global economy. WOC welcomes the opportunity for deeper engagement in East Asia through an organization with PEMSEA’s reach and reputation in the region.”

About the World Ocean Council (WOC)

The WOC is the only international, cross-sectoral alliance for private sector leadership and collaboration in sustainability, stewardship and science. Companies from a range of industries worldwide are distinguishing themselves as leaders in “Corporate Ocean Responsibility”, including: shipping, oil and gas, tourism, fisheries, aquaculture, mining, renewable energy, ocean technology, investment. WOC Members are listed [here](#), a part of the WOC Network of 35,000+ ocean industry stakeholders around the world. The WOC is a registered not-for-profit organization in the US and the UK/Europe.

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