



COMMERCIAL SPONSORSHIP & PARTNERSHIP MARKETING OPPORTUNITIES

# OCEANS FOR ALL FOUNDATION

## ENGAGING THE PHUKET COMMUNITY THROUGH MARINE ENVIRONMENTAL EDUCATION & ACTION

# OCEANS FOR ALL FOUNDATION 2020

Addressing the need for a long-term vision for protecting the marine environment, **OCEANS FOR ALL FOUNDATION** is a platform for businesses and the local community to come together to create solutions for better marine environmental practices.

Founded in 2019 by David Martin, an environmental activist, and Thibault Salaun, an entrepreneur, **OCEANS FOR ALL FOUNDATION's** mission is to engage the local community through marine environmental education and action.

**OCEANS FOR ALL FOUNDATION 2020** offers a major opportunity through its Projects and Events for businesses to demonstrate a strong commitment to UN Sustainable Development Goals and help position Phuket as an environmentally friendly holiday destination attracting ecologically and environmentally conscious visitors.

## EVENTS

**OCEANS FOR ALL FOUNDATION** events include: Workshops, Conferences, Artistic & Educational Functions, Social Operations and Fund Raising Events.

***We have a number of commercial sponsorship and partnership opportunities for businesses and individuals to get involved with OCEANS FOR ALL FOUNDATION 2020, including: Main Partners; Corporate Partners; Official Suppliers; Official Media Partners; as well as Ambassador, Advisor and Donator opportunities.***



ORGANISED BY OCEANS FOR ALL FOUNDATION

MARKETING SUPPORT BY PAUL POOLE (SOUTH EAST ASIA) CO., LTD. - THE SPONSOR

<https://oceansforallfoundation.org/>





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## OCEANS FOR ALL FOUNDATION 2020

The Foundation runs a number of projects and events throughout the year including:

### PHUKET CORAL FARM

Growing Coral In Phuket

**90%** of Maya Bay, Phi-Phi Island reef is dead due to the daily 5,000+ tourists in the last 18 years

### LICENSE TO CLEAN

Cleaning Phang Nga Bay

Every day, around **10,000** people on as many as **200** boats cruise across the Bay creating pollution through plastic and other non-organic waste

### MERMAID GARDEN

Growing Seagrass

Seagrass coverage is being lost globally at a rate of **1.5%** per year. That amounts to about **2** football fields of seagrass lost each hour

### PURE SHORES

Putting Trash Cans On ALL Phuket Beaches

Trash in the Ocean kills more than One Million seabirds and **100,000** marine mammals and turtles each year through ingestion and entanglement

### SHARK BREEDING & RELEASE

In Phuket

The drastic decline of the Shark population affects the whole marine ecosystem endangering directly the coral reefs themselves

### BLUEPASS

COMPENSATING INDIVIDUAL'S AND / OR BUSINESSES' CARBON FOOTPRINT  
A card scheme financing **OCEANS FOR ALL FOUNDATION** projects





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## PACKAGES

We have developed sponsorship packages to suit differing levels of budget and branding needs...

### TIER 1 - MAIN PARTNERS

Up to 6 x Main Partners supporting the Foundation and its main activities including:

- Phuket Coral Farm
- License To Clean
- Mermaid Garden
- Pure Shores
- Shark Breeding

### TIER 2 - CORPORATE PARTNERS

Unlimited number of Corporate Partners offering benefits to BLUEPASS holders

### TIER 3 - OFFICIAL SUPPLIERS & OFFICIAL MEDIA PARTNERS

Up to 10 x Official Suppliers

Up to 10 x Official Media Partners

### OTHER OPPORTUNITIES

Become An Ambassador  
Become An Advisor  
Become A Donator

## WHY GET INVOLVED?

Sponsorship packages are designed to provide an exceptional combination of networking and corporate branding opportunities, including:

- publicity through a local and national marketing campaigns
- access to a highly exclusive network
- promoting sponsors as industry leaders
- enhancing corporate image and brand exposure
- adding value to a brand's marketing campaign
- generating direct access to target markets
- new client acquisition

A company's participation in OCEANS FOR ALL FOUNDATION 2020 activities not only strengthens awareness of its products and services to an audience of important decision-makers but also more importantly confirms its position as a transparent, ethical and authentic business

## QUICK FACTS & FIGURES

**70% OF THE  
PLANET'S OXYGEN**  
is produced by  
**MARINE PLANTS** in the  
Oceans, phytoplankton,  
kelp and algae

**ALL LIFE** on Earth  
depends on the Oceans.  
**MARINE PLANTS**  
absorb carbon dioxide  
and release oxygen and  
are an essential part of  
the food chain

**COASTAL SEAS  
REPRESENT ONLY  
7% OF PLANET**  
but are the breeding  
ground for **95%  
OF THE WORLD'S  
MARINE LIFE**





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## MAIN ACTIVITIES

### PHUKET CORAL FARM

Many coral reefs around Phuket have been damaged by tourism activities in places like Maya Bay, Phi-Phi Island where 90% of the reef is now dead due to the daily 5000+ tourists in the last 18 years.

Coral reefs contain some of the most diverse ecosystems, providing habitat and shelter for animal life and marine organisms, regulating the food chain, which includes thousands of species and directly affecting human living conditions. Aside from providing a buffer, protecting our coasts from waves, storms and floods, corals shelter incredibly valuable organisms that have helped create drugs used by the health industry.

**OCEANS FOR ALL FOUNDATION's** flagship project is the on land construction the PHUKET CORAL FARM thanks to the technology invented by Dr. Jaubert from the Foundation of Prince Albert II of Monaco. The farm contributes through growing Coral on land, stronger and eight times faster than it takes to grow in the sea – which is then relocated to reefs around Phuket.

Growing Coral in captivity, an experience started 27 years ago by Dr Jaubert, has proved to be effective because corals are not subject to the rough underwater conditions, i.e. the currents, the predators, the tourist activity and of course acidification of the water.

Beyond its scientific purpose the Foundation plans to make PHUKET CORAL FARM a future educational tourist attraction for all nature lover.

### LICENSE TO CLEAN

Phang Nga Bay is a major marine attraction in Phuket with its landmark renamed “The James Bond Island” since it featured in one of the 007 movies. Due to water pollution and unsustainable practices, wildlife and underwater plants are declining, affecting food chain, photosynthesis and coastal protection.

Every visitor to Phuket goes at least once to Phang Nga Bay during their holiday. Every day, around 10 000 people are shipped and as many as 200 boats cruise across the Bay creating various pollution through plastic and other non-organic waste.

The Foundation's LICENSE TO CLEAN project includes a solar-powered catamaran with electric engines cruising the Bay collecting floating plastic.

With a large sail wearing the Foundations “Oceans For All” ecological message, the catamaran is the symbol of the local communities environmental concern.

The Foundation is currently in talks with the James Bond movie franchise producers and actors to support LICENSE TO CLEAN.







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## MAIN ACTIVITIES

### MERMAID GARDEN

Seagrass coverage is being lost globally at a rate of 1.5% per year. That amounts to about two football fields of seagrass lost each hour. It's estimated that 29 % of seagrass meadows have died off in the past century.

MERMAID GARDEN is a Project that grows much needed seagrass.

Seagrass communities are essential to the overall health of coastal ecosystems. They stabilise the sea bottom but also provide food and shelter for other marine life. In addition, and together with algae and mangrove, they are an active constituent of marine carbon cycles.

70% of the oxygen we breathe comes from the sea and 1m square of seagrass will absorb 20 times more CO2 than the same surface of land grass.

Seagrass therefore reduces water acidification. However, besides exploitation for human benefits including fertilisers, insulation for houses, bandages and mattresses they too are affected by the constant boating traffic, anchoring, pollution from human waste and climate change.

According to a 2011 assessment, nearly one quarter of all seagrass species were endangered or vulnerable.

### PURE SHORES

Trash in the Ocean kills more than one million seabirds and 100,000 marine mammals and turtles each year through ingestion and entanglement. This year, 81 birds, 63 fish, 49 invertebrates, 30 mammals 11 reptiles and one amphibian were found entangled in debris by volunteers in Phuket. Some of the debris they were entangled or had ingested include plastic bags, fishing line, fishing nets, six-pack holders, string from a balloon or kite, glass bottles and cans.

The PURE SHORES Project aims at putting trash cans on every shore, every beach in Phuket.

Beaches along populated areas are the most prone to be polluted with trash, not only from daily visits of many tourists, but also by the tide that brings back the sea's pollution.

Funding for the PURE SHORES project will go towards trash collection, transportation and recycling of the waste. This will involve local communities and local authorities to address the complexity and financing of the initiative.

PURE SHORES mission is to prevent before curing. From locals and visitors reducing in every possible way their use of any form of plastic, to strong recommendations and rules for travellers, keeping shores pure must be everyone's concern.

In 2019 more than 378,000 volunteers participated in clean ups around every major body of water around the globe.

**A tin can that entered the Ocean in 1986 is still decomposing in 2036**

**A plastic bottle that entered the Ocean in 1986 is still decomposing in 2436**

**A glass bottle that entered the Ocean in 1986 is still decomposing in year 1001986**

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## MAIN ACTIVITIES

### SHARK BREEDING & RELEASE

Sharks constitute the apex predator and are on top of the food chain. The drastic decline of their population affects the whole marine ecosystem in unsuspected ways, endangering directly, for instance, the coral reefs themselves.

In collaboration with the Phuket Marine Biological Centre, **OCEANS FOR ALL FOUNDATION** breed baby sharks helping restore the balance of the marine food chain.

Some breeds of shark are viviparous – they lay eggs that develop and hatch outside the mother's body with no parental care after the eggs are laid. This means they can be bred in captivity to be later released as young specimens.

If sharks are to disappear, certain species that feed on coral vegetation will proliferate and affect the coral's survival.

Releasing of baby sharks can be an inspiring and learning experience for visitors and lovers of the sea, these events will be sponsored by partner hotels wishing to involve their guests.



### BLUEPASS PARTNERS

A BLUEPASS is a certificate designed to raise funds by giving companies and individuals the opportunity to compensate their carbon footprints by donating a corresponding amount of funds.

Carbon footprint from electricity and transport (vehicle, boat and airplane) are prized at THB300 per tonne of CO2 with the money going towards **OCEANS FOR ALL FOUNDATION** Projects & Events.

BLUEPASS holders include prominent businesses and individuals on Phuket who all offer special benefits to other BLUEPASS holders.

BLUEPASS holders receive a certificate and become a Partner in the Foundation's mission to restore the balance of the marine ecosystem that has been affected by the tourism industry.

BLUEPASS holders receive benefits such as discounts, preferential booking etc. from BLUEPASS business partners who include:

Anana Ecological Resort Krabi  
Atlas One Group  
Aquamaster  
Café Del Mar Phuket  
Cooper's Speciality Kitchen  
Isabella Yachts Phuket  
Kaanda Beach Life  
Le Smash Club

Mai Khao Managed by Centara  
Monkey Diva  
Mops - My Own Private Sound  
Paradise Koh Yao  
Reef Repair Feel Good Cosmetics  
Tree House Villas Koh Yao  
Yoga Republic



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## ADVISORS

The Foundation's board of advisors is made up of people with knowledge, resources and experience in the field of Marine science, conservation, diving, tourism, yachting and education, who help and support the different Projects of the Foundation. The board meets on regular dates to review, assess and develop all aspects of each Project's progression.

<b>Dr. Kongkiat Kittiwattanawong</b> Director of the Phuket Marine Biological Centre	<b>Fanny Agostini</b> Journalist, Presenter of Wildlife French TV Program Thalassa.	<b>Jazon Edouard</b> General Manager at Headstart International School	<b>Nicolas Monge</b> GM at Asia RendezVous, Yacht Sourcing and Yachtstyle
<b>Manachai Tadthong</b> Managing Partner of LawMark & Associates. Member of Board Committee of Andaman Natural Resources Conservation Foundation	<b>Dr. Jean Jaubert</b> Scientific committee of the Prince Albert II of Monaco Foundation Inventor of the Microcean System Former Cousteau Society Expedition Leader Former Director of the Oceanographic institute of Monaco	<b>Henry Landes</b> Executive Director at Good Planet Foundation Teacher and Researcher on Environment and Sustainable Development at Science Po, Paris	<b>Jean Claude Carme</b> Thomson Westwood White Yachts, Monaco Former Show Boat Magazine Director Former PR Manager Institute Oceanographic Paris
<b>Claude Sauter</b> General Manager The Surin Phuket	<b>Pierre Yves Cousteau</b> Founder of Cousteau Divers	<b>Pierre Yves Cousteau</b> Founder of Cousteau Divers	<b>Joffrey Tissier</b> General Manager Aquamaster
<b>Francois Huet</b> Former Hotel, GM Founder of Big-waves.net	<b>Michael Ma</b> CEO Indochine Hotel Group	<b>Marc Nussaume</b> Wild Life Explorer and Underwater Photographer	<b>Anthony Lark</b> General Manager - Trisara Resort
<b>Claude de Crissey</b> French Honorary Consul Phuket Boat Builder and Diving Business Owner	<b>Nicolas Hulot</b> Former French Minister of Ecology Journalist and Author Founder of Fondation pour La Nature et Les Hommes		

## AMBASSADORS

Many local personalities contribute through their activity by performing collaborative actions, including...

Isabella Naef  
Rebecca Lek  
Jack Farras  
Wicky Sundram  
Ira Sipari

Caroline Laletta Ballini  
Franck Couture  
Holger Schwab  
Alexandra Chatenet  
Raisa Sheludkina

Rafael Manrique  
Philippe Entremont  
Torben Busk Jensen

## CORPORATE PARTNERS

All For Diving  
Anantara Golden Triangle Resort  
Boat Lagoon Phuket Marina  
Boat Lagoon Resort  
Headstart International School  
Kata Rocks

Living Italiano  
Phuket Marine Biology Center  
Rosewood Bangkok  
See Beez Diving  
Shark Guardian  
Six Senses Yao Noi

Sunspa Esthederm  
The Pavilions Phuket  
The Siam  
The Surin Phuket  
Tree House Villas Koh Yao  
Trisara





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## MAIN BENEFITS

### BRAND EXPOSURE

The opportunity to integrate with **OCEANS FOR ALL FOUNDATION 2020**.

NAMING RIGHTS TO PROJECTS    EVENT BRANDING    EXHIBITOR PRESENCE

### MEDIA, PROMOTION & PR RIGHTS

Sponsors can create media coverage through news PR activity. There will be coverage in Thai local and national media, Asian regional and international media including Social, Online, TV, Radio and Magazines.

**OCEANS FOR ALL FOUNDATION 2020** is hot news. All Sponsors and Partners will have rights to associate with the Foundation for PR and advertising activity. Sponsors and Partners can create content through: Ambassadors; Project Highlights; Promotions; and Press Conferences.

The PR campaign ensures wide coverage of projects throughout the year, featuring:

- Media engagement and editorial in business, lifestyle and travel magazines
- Features on the sustainability, the Ocean and the environment
- Online campaign of advertising, editorial, blogging and social media
- International and local news channels

### MEDIA PARTNERS

Guaranteed coverage with our Media Partners - currently being confirmed.

### ADVERTISING

A media-wide advertising campaign will run throughout the year focusing on news, lifestyle, travel and business publications enhanced with editorial content.

**OCEANS FOR ALL FOUNDATION 2020** will be extensively publicised through a varied and diverse mix of marketing methods and print and online outlets.


By working with a comprehensive range of media, the Foundation and its projects are widely promoted across both international and local stages.

In addition to print and online coverage, direct mails, e-newsletters and the promotion of the project's news via social media are all used to deliver the Foundation's message to target audiences.

### DIGITAL & SOCIAL RIGHTS

Exposure through...

 **FACEBOOK**  
<https://www.facebook.com/oceansforallfoundation> - **1,194 Likes**

 **WEB**  
[www.oceansforallfoundation.org](http://www.oceansforallfoundation.org)

 **INSTAGRAM**  
<https://www.instagram.com/oceansforall> - **140 Followers**





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## MAIN BENEFITS



### EXPERIENTIAL RIGHTS

**OCEANS FOR ALL FOUNDATION 2020** offers a major opportunity through its projects and activities to demonstrate a strong commitment to UN Global Goals.



### HOSPITALITY & NETWORKING RIGHTS

**OCEANS FOR ALL FOUNDATION 2020** offers a plethora of opportunities to entertain customers, clients and executives in Phuket. This is an excellent way to do and promote your business.



### MERCHANDISING RIGHTS

We offer our Partners, Supporters and Suppliers the opportunity to produce joint branded merchandise. This could be used as give-aways through media and presence marketing promotions. For example, **OCEANS FOR ALL FOUNDATION 2020** Eco Friendly Welcome Package.







# OCEANS FOR ALL

FOUNDATION

RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1	TIER 2	TIER 3
	MAIN PARTNER	CORPORATE PARTNERS	OFFICIAL SUPPLIERS / MEDIA PARTNERS
<b>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</b>			
Rights to title "Main Partner OCEANS FOR ALL FOUNDATION 2020" for PR and advertising use	Yes		
Naming rights to 5 x Main Projects – Phuket Coral Farm, License To Clean, Mermaid Garden, Pure Shores and Shark Breeding – for example "Coral Farming in association with [Main Partner Names]"	Yes		
Rights to title "Corporate Partner OCEANS FOR ALL FOUNDATION 2020" for PR and advertising use		Yes	
Rights to title "Official Supplier / Media Partner OCEANS FOR ALL FOUNDATION 2020" for PR and advertising use			Yes
Category Exclusivity	Yes	Yes	Yes
<b>INTELLECTUAL PROPERTY &amp; BRANDING RIGHTS</b>			
<b>LOGOS &amp; IMAGES</b>			
Right to use OCEANS FOR ALL FOUNDATION 2020 Composite (lock-up) Logo on all internal and external marketing	Yes	Yes	Yes
Right to use 5 x Main Projects – Phuket Coral Farm, License To Clean, Mermaid Garden, Pure Shores and Shark Breeding Composite (lock-up) Logo on all internal and external marketing	Yes – all Main partner Logos included in Lock up Logo		
<b>PROJECT &amp; EVENT BRANDING - GENERAL</b>			
Corporate logo displayed at each project / event – size dependent on Tier level	Yes	Less Prominent	Less Prominent
Corporate logo displayed on any video screens at each project / event	Yes	Less Prominent	Less Prominent
Logo in entrance area of Project / Event – where applicable	Yes Prominent	X1 logo	X1 logo
Logo on any advertising hoardings at Project / Event	Yes	Yes	Yes
Media interview area backdrop branding – where applicable	Yes	Yes	Yes
Logo on OCEANS FOR ALL FOUNDATION 2020 officials' clothing	Yes		

RIGHTS INVENTORY	PARTNER LEVEL		
	TIER 1	TIER 2	TIER 3
	MAIN PARTNER	CORPORATE PARTNERS	OFFICIAL SUPPLIERS / MEDIA PARTNERS
<b>MEDIA, PROMOTION &amp; PR RIGHTS</b>			
Logo on Project & Event literature, website, stationery etc.	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Programme advertisement, if applicable	Full Page Premium Location	1/2 Page	1/4 Page
Brand name mention and logo in OCEANS FOR ALL FOUNDATION 2020 press information and advertisements and any marketing / sales materials	Yes	Yes	Yes
Logo on advertising in Media Partner publications – size dependent on sponsorship level	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Representative to speak at press conferences	Yes		
<b>DIGITAL &amp; SOCIAL RIGHTS</b>			
Branding on event emails, website, and all site communications including e newsletters	Yes Prominent	Yes Less Prominent	Yes Less Prominent
Part of any digital engagement programme Instagram & FB posts	Yes	Yes Less Prominent	Yes Less Prominent
Top-level corporate placement on www.oceansforallfoundation.org	Yes Prominent	Yes Less Prominent	Yes Less Prominent
<b>EXPERIENTIAL RIGHTS</b>			
Opportunity for brand activations during Projects & Events	Yes	Yes	Yes
Promotional literature and Sampling at Projects & Events	Yes	Yes	Yes
<b>HOSPITALITY &amp; NETWORKING RIGHTS</b>			
VIP tickets to all networking and celebration events – calendar tbc	12	6	3
<b>MERCHANDISING RIGHTS</b>			
Logo on any OCEANS FOR ALL FOUNDATION 2020 merchandise produced	Yes		
Opportunity to produce your own OCEANS FOR ALL FOUNDATION 2020 joint branded merchandise	Yes	Yes	Yes
Insertion of promotional material or product sample into any goodie bags	Yes	Yes	Yes





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## MISSION

**OCEANS FOR ALL FOUNDATION's** vision of a future embraces the immediate environmental challenges facing us all - engaging everyone through inspiration, education and performance into the preservation of our natural habitat.

Phuket, and Thailand, being ranked as some of the most popular tourist destinations in the world, are still implementing numerous developments in order to increase their attractiveness.

In Phuket specifically, almost all activity, all business, all lifestyle is related to the surrounding Ocean. An outstanding treasure of beauty, resources and inspiration that has no price and no cost.

The Oceans are dying from pollution, overfishing, climate change and tourism activity. There is an immense awakening around the world, and here in Thailand, aspiring to reverse the damage done, and thoroughly review and reform human relation to nature.

The tourism industry, such an important asset to our region's development, can lead this transformation. Not only by implementing new habits and behaviours, by participating to their environment's restoration and preservation but also by setting examples and inspire their guests.

**OCEANS FOR ALL FOUNDATION** wish to collaborate with all who are prepared to embrace this necessary environmental transition. Through education, co-operation and initiative, but most of all by helping to create and develop an international reputation for Phuket as an Earth-friendly destination that will appeal to a new style of travellers, ecologically conscious visitors concerned with nature, beauty and sustainability.

## PURPOSE

The Foundation actions, decisions and behaviours are dictated by the following values:

<b>Organise</b>	We put all our knowledge, resources, networks and financial power to achieve our goals. Organising is understanding the sometimes complex and intricate challenges of natural and human processes
<b>Cooperate</b>	Marine life, like all life, is made of plants and animals interacting for collective survival. We engage in cooperation with all parties concerned by their environment. Through the alliance of sustainability and economic development, we will seek solutions that respond to both necessities
<b>Educate</b>	Education is a gradual process, which brings positive changes in human life and behaviour. It is not simply the process by which adults teach the young. Quite the contrary, we address the young because we are acting upon a world that belongs to them, they in return will teach adults which world they want to live in
<b>Acknowledge</b>	In order to take action and solve problems, we need to admit that there is a problem, that part of it may be the result of our lifestyle, and moreover, the consequence of the social systems we have developed. The transition needed may require that we agree to a deep personal transformation
<b>Nurture</b>	Our relation to Nature is one of mutual nurturing - our environment will preserve us as long as we preserve it. Giving back what we take from it is keeping vital circles of life going. We show humility and a sense of service to the most caring Mother of all
<b>Save</b>	Oceans shelter the greatest eco system on earth - we thrive on them while 95% of them remain unknown to us. While life on Earth has always found its way to a perpetual renewal, our concern with nature is about saving a symbiosis crucial to the survival of humanity





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## ORGANISERS

OCEANS FOR ALL FOUNDATION was founded by two active promoters of the sea. Although they have a different relationship with the Ocean, their cooperation symbolises the urgent necessity for pro-nature ethics. They are convinced that the tourism industry can be the main promoter of actions towards the preservation of the Ocean.

### David Martin

French national and professional diving instructor since 1989, marine environmental consultant for hotels, resorts & yacht owners, underwater cameraman & documentary film maker, founder of Kanaloa Nature & Films, shark behaviour specialist and advocate for their protection and conservation - David regularly organises underwater filming expeditions for sharks enthusiasts and celebrities.

His work underwater has been seen on BBC, National Geographic and Netflix. Author of the "Sharks For Your Eyes Only" published in 2000 and project manager for Her Majesty the Queen Sirikit Sea Turtle Conservation's book, he is a member of the board of advisors for Bluevoice.org, and ambassador for Shark Guardian.

### Thibault Salaun

Thibault Salaun is a French entrepreneur based in Asia since 2004.

An MBA Graduate in S. E. Asian business affairs, with 10 years experience in luxury hospitality and yachting industry, managing a fleet of luxury motor yachts available for private day and overnight charters.

Thibault was educated with marine life as a certified Padi diver. He has been passionate about the Ocean since he was a teenager after diving in the Red Sea, the Mediterranean Sea, the Caribbean Sea and in South East Asia.

## CONTACT

### OCEANS FOR ALL FOUNDATION 2020

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### David Martin - Founder (English Speaking)

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