



MEDIA RELEASE (POST EVENT)
10th MALAYSIA INTERNATIONAL DIVE EXPO (MIDE)
PUTRA WORLD TRADE CENTRE- KUALA LUMPUR
12-14 JUNE 2015

THE MALAYSIA INTERNATIONAL DIVE EXPO (MIDE) 2015 CELEBRATED ITS 10TH YEAR ANNIVERSARY!



The MALAYSIA INTERNATIONAL DIVE EXPO (MIDE) 2015 was successfully officiated by YB Dato' Seri Nazri Bin Abdul Aziz, Minister of Tourism & Culture Malaysia along side with members of PADI Dive SEAL team, at the Putra World Trade Centre, Kuala Lumpur.



Commemorating its 10th year milestone, MIDE successfully launched their new logo with 3D image that blends perfectly with the website's new look too.

This year, MIDE 2015 directed its concept to anchor the expo towards the business edge of diving to attract trade and brands of the industry.



MIDE successfully brought together a whopping total of **872 exhibitors** from all over the world, featuring more than 1000 brands and **162 participating companies**. The return of MIDE 2015 for the 10th time from 12th to 14th June this year has been beyond expectation and more for divers and non-divers from all over the globe.

With attendance of **13,248** visitors from **55** countries across the world, MIDE 2015 outdid itself as the highly raved dive exhibition since its inception in 2006.





With one of their objectives to peek the interest of non-divers and to bring them into the wondrous world of diving, approximately **3,000 non-divers visited MIDE 2015**, which is **25% of the total visitors** this year. This shows a positive increase from the past year.

Again, MIDE proved itself to be a successful platform to tickle the interest of the non-divers. Apart from the fabulous bargains and offers of open water diving courses and island getaways for the diving rookies, there was also a mobile pool try dive available for the non-divers to get a chance to strap on dive equipment and experience scuba diving themselves under the “Be A Diver” program.

The Dive Divas Fan Club (DDFC), a special dive community established for female divers from all walks of life, has successfully launched their new logo that looks sassier and more vivacious, perfect for their strong stands in the diving industry. This year, there have been an increase number of members from Maldives, Korea, Philippines, Singapore, Germany, United States including Malaysia. There will definitely be more dive divas in the year to come.



A bit on the literature part, there were two books successfully launched during MIDE 2015. The first was a book entitled WaterColour - Underwater Art by Patrick Ong. The book takes you to journey through the eyes and mind of Patrick’s remarkable underwater photography. The second book launched was by Anuar Abdullah, entitled Pulau Perak - Expedition 2014, a documentation of Anuar’s personal experience through his intensive exploration of the island. Environmental assessments with scientific data were gathered at great length, which can be used by future explorers to this location. The exploration has also done justice to the little “Galapagos” of Malaysia.



As expected, **Lens Beyond Ocean**, an underwater photography competition, was a huge hit. This year was the first time MIDE opened their arms to the international underwater photography enthusiasts since its inception in 2013.

The respond was tremendously positive with **55 participants** who came from **17 countries** for Professional Category, and eight participants from Malaysia, Philippines and Singapore under Young Talent Category. The Young Talent category is the first ever in ASIA, organized by MIDE this year to attract young generation to participate in scuba diving and photography.



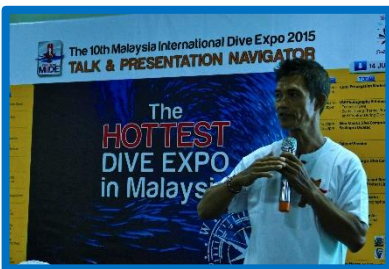


Under the Professional Category, Mr. Marco Chang from Taiwan won the BEST OF SHOW category and first place under COMPACT category, followed by Mr. Sim Shyh Jye from Malaysia for the second place. As for MACRO category, Mrs. Lynn Wu from Taiwan won the first place while Mr. Jim Chen from Taiwan won second place. A French photographer, Mr. Cedric Peneau, secured first place, followed by Mr. Marchione Giacomo from Italy for PORTFOLIO category.

Another underwater photographer from Italy, Mr. Mario Odorisio earned first place under WIDE ANGLE category, while Mr. Heng Yik Hong from Malaysia won second place.

As for the category under Young Talent, was won by Garri Immanuel Tadlip, 13 years from Philippines and Ian Rafiq Merican, 15 years old from Malaysia. These two young lads are indeed budding talents that will flourish with the right guidance and encouragement to further their passion into underwater photography.

There were also interesting and knowledgeable talks given during MIDE 2015. One of it was Product Knowledge Seminar that covers about dive computers, BCD, cameras, compressors and more. There were also talks about underwater photography and videography, as well as a talk on conservation. An interactive business forum by Malaysia Scuba Diving Association (MSDA) was also held at MIDE 2015.



MIDE is not just about diving but also a strong advocate on raising awareness of the beautiful marine life and its underwater environment. A Coral Propagation program and workshop facilitated by world-famous coral expert, Anuar Abdullah, was a great platform for the underwater ecology lovers who want to know more about how to spread their love and care for the coral reefs.

For those who are within the diving community, they know very well that MIDE is a shopping haven for them. Throughout the whole event, the exhibition hall were jam packed with shoppers who came to get their hands on the latest diving gears, equipment and other paraphernalia that were on great bargains, discounts and promotions. There were also exciting dive travel trip and diving courses promotions that were not missed by the visitors.



With all the amazing discounts and bargains happening during the event, the participating companies, brands, labels, resorts, dive shops and dive centers owners went home with a smile on their faces. The recorded sales of the whole 3-day event was approximately amounted to **RM 8 million**, which is a very healthy sales figure coming from a niche industry. This shows that the expo definitely contributes positively to the country's economic especially in the tourism sector.



Aside from the exciting bargains offered at MIDE, there were fantastic goodie bags given away and about 20 lucky draw winners received wonderful diving packages and merchandises through Purchaser's Treasure Hunt game. To top it all, Mr. Jason Yao Seng Weng won the fabulous grand prize of seven nights stay on the exclusive "My Anastasia" Luxury Yacht at Maldives.

ADCON 2015 or best known as the Asia Dive Conference, a recreational dive conference catered for new divers and professionals, made a successful re-entry at MIDE 2015 for the second time this year. Held concurrently on the first day of MIDE 2015, there were local and international delegates attended the conference to gain more knowledge from the speakers that covered wide spectrum of topics related to diving.



MIDE together with ADCON has been an effective one stop center that bring visitors, trade visitors, exhibitors and delegates for business opportunity, dive education, new development in diving technology and innovation that caters for all divers to broaden the scope of recreational scuba diving and to give dive professionalism a boost.



Both events are supported by Ministry of Tourism and Culture and Malaysia Convention & Exhibition Bureau and its Associated Partners are Matrade, Diving Agency PADI, NAUI, TDI/SDI, SSI, Dive Raid, NDL, DAN, DDI and International Media Partners. MIDE has also been a success for the past years with undying support received from their loyal exhibitors.



For more information, please visit www.mide.com.my, or contact us at info@mide.com.my or call 603-79809902. Follow us on Facebook under Malaysia International Dive Expo and Twitter Malaysia International Dive Expo for exciting updates.
