



Malaysia International Dive Expo

29-31 JULY 2016 | Putra World Trade Centre
Kuala Lumpur • Malaysia

MEDIA RELEASE (POST EVENT)

MALAYSIA HOSTED THE COOLEST DIVE SHOW IN ASIA

The 11th Malaysia International Dive Expo (MIDE) 2016 hosted diving agencies and diving related industries all under one roof.

The 11th year and described as both the “Hottest” and “Coolest” Dive Show in Asia, the Malaysia International Dive Expo (MIDE2016) welcomed ‘DIVERS OF THE WORLD’ that was held from 29 - 31st July, 2016 at Putra World Trade Centre, Kuala Lumpur, Malaysia.



As one of the fastest growing market shares in South East Asia, the expo contributes to a very healthy dive global business market that has had a positive impact on the local economy as well as the tourism industry in Malaysia. The expo is internationally recognized and well-received by industry players globally.

This year MIDE2016 focused on the business of diving and attracted trade as well as industry brands to the expo. With space covering over 10,000sqm, 250 booths was occupied and more than 1,185 exhibitors participated. The expo showcased major brands, products and services and attended by 14,156 visitors from worldwide. Generated sales for the 3days was approximately at RM10 Million.



The soft opening of MIDE 2016 was officiated by Dato' Sri Abdul Khani Daud, Deputy Director General, Advertising & Digital on 29 July 2016 at Putra World Trade Centre, Kuala Lumpur and was joined by delegates from Tourism Promotion Boards & Association from 9 countries.



Many exciting highlights of the expo were enjoyed by the visitors that were beneficial to every divers and to-be divers during the 3 days event.



Malaysia Scuba Diving Association (MSDA) organized a forum on Business of Diving with a theme of 'FUNDING' to emphasize the business aspects of diving. Invited Speakers shared all aspect from venturing into business, to importing dive equipment to manufacturing locally.



The forum was well received from dive business owners, resort, dive centers, distributors, certifying agencies and international manufacturers who gained vast information that was provided by the relevant organization for future businesses.



Free divers was seen engaged very actively in the question and answers session from the Global Free Diving Forum that was initiated for the first time to create awareness of free diving in South East Asia. The panel of speakers are Adam Thomas Stern, a 3X Australian record holder, Jonathan Chong, the President of Apnea Association of Singapore and a free diver and instructor, Mikhael Dominico, A.I.D.A Indonesia, a free diving instructor at Judge and Safety Freediver and our very own Malaysian AZUA SHAFII, the President Of My Apnea Diver (A.I.D.A Malaysia) 2016, SSI Free diving Instructor and Malaysia's national female record holder for free diving, shared the importance of safety measures and techniques to apply on free diving.



MIDE invited Person with Disabilities (PWD) to join the expo to explore the possibilities in scuba diving.



It was amazing to witness many PWD turned up and attended presentation delivered by PWD panel of Speakers Ras Adiba Radzi (NTV7 Newscaster), Senator Bathmavathi (Member of the Upper House Parliament) and two Students of University Malaya. Professors from Malaysian Association of Rehabilitation Physicians, Professor Dato' Dr. Zaliha Omar and Associate Professor Dr Nazirah Binti Hasnan also shared their passion that had brought them to work with PWD. Tuan Haji Syed Abd Rahman – Ambassador of Diveheart Malaysia, sponsored a unit of BCD to Senator Bathmavathi.



Local and International Speakers from Malaysia, Australia, Singapore, Thailand, Philippines, Indonesia, France, Japan, UK and Belgium presented their expertise in the various fields of dive license, product innovation, photography, conservation, dive travel and adventure travel.



Both Azua Shafii and Adam Stern conducted workshop on free diving. Many free diving enthusiasts participated in the breath holding techniques during the workshop.



X-Ray Mag, the popular, award-winning international dive magazine marked the launch of X-Ray Mag Asia at the expo. During the 3days event, the magazine received an overwhelming response with a sign-up over 400 new subscribers!



The Ministry of Republic of Indonesia's hosted their first B2B meeting at MIDE 2016 and was successfully concluded with a positive result achieved for all participants who attended.



This year children's from YMCA (Deaf Community) took the opportunity to participate in the Educational Marine Programme that educates young generation of children to learn and understand the important of the Ocean. Tuan Haji Syed Abd Rahman from Kids Scuba, presented many aspect in regards to the ocean, marine life and conservation activities to the children. Garri Immanuel Tadlip aged 13 years from Philippines, the youngest photographer also shared his passion on underwater photography and his love for the Ocean with the children.



One of MIDE's core objective is to reach out to many non divers and this year the expo attracted approximately 2,864 non divers. With the set of the scuba pool at the indoor venue, the pool was seen extremely busy with many newbies trying out pool try-dive with full equipment attached to their bodies while learning how to breathe underwater. More than 65 non divers participated in the Be A Diver pool try-dive. A non diver grand lucky draw prize of Scuba Fundamental Book by Simone Pridmore that teaches the right path to enjoy dive was won by Tengku Dahira Azirah.



DiveDivaFanclub (DDFC) received 38 new sign-ups to enjoy many benefits of the fanclub. DDFC was established in 2012 and the fanclub has 209 members todate.



The annual underwater photography competition, Lens Beyond Ocean (LBO) received overwhelming entries from 75 participants who came from 20 countries. The Macro category was won by Melvin Tan Siow Pin(Singapore) and James Deverich(Australia). For Wide Angle category was won by Iyad Sulaiman(Ukraine) and Kenji Cheow(Malaysia). Under the new category of creative works was won by Mohamed Abdullah (United Arab Emirates) and Joseph Kuah (Malaysia).



Malaysian underwater photographers, Clemence Swee and Nurul Azlifah Mohd Ismail @ Ipah won the Compact Camera category. Another new category of 3min video was won Dayang Siti Rafeah bt Amil and Tan Jun Quan from Malaysia. Portfolio category winners was Yun Sen, Wu and Jim Chen, both from Taiwan. Winner's photos was displayed and winning videos was showcased on the big screen during the expo.



A total of 12 winners took home fabulous prizes sponsored by My Anastasia (Maldives), Atmosphere Resort (Philippines), Panunee Liveaboard(Komodo), Scuba Seraya Resort (Bali), Cocotinos Boutique Hotel (Manado), RGLBlue Light (Japan), Borneo Divers (Sabah), Scubapro(Hong Kong), SAGA (Spain), Buceo Anilao (Philippines), Smart Resort Mabul (Sabah), IDAS(Hong Kong) and ISOTTA(Italy).



Apart from all excitement activities and promotional deals offered at MIDE, visitors also received goodie bags and 35 lucky winners walked away with fantastic prizes such as nitrox course, dive gears and dive packages under the Purchaser's draw. The grand prize of 8D/7N Maldives Liveaboard sponsored by "MV Maldives Princess" was won by Ms Ng Li Yan.



AsiaDiveConference(ADCON)2016 was held concurrently on the first day of MIDE2016 and was successfully concluded. The conference delivered an in-depth dive information on technical diving and photography to dive enthusiasts. Attended by local and international delegates, attendees gained undivided attention and valuable information from their fan speakers on a broader range of dive activities and on latest technology.



MIDE together with ADCON have been an effective business platform and one stop center that brings 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 both recreational & technical diving into the dive industry.



Both events are supported by Ministry of Tourism and Culture Malaysia, Malaysia Convention & Exhibition Bureau, MATRADE and Diving Agency PADI, NAUI, TDI/SDI, SSI, Dive Raid, NDL, DAN, DDI together with Local and International Media Partners.



Next year MIDE will be moved from the month of July to May and the new date for next year is from 12 to 14 May 2017. The venue Hall 3 will also be moved to Hall 1 of Putra World Trade Centre, facing Jalan Ipoh, Kuala Lumpur. The move is to accommodate for Australia Intl Dive Expo (AIDE) that will be affiliating with Sydney International Boat Show (SIBS) from 2017 onwards in Sydney Australia, scheduled from 3 to 7 August 2017. More information will be updated at MIDE website.