



MALAYSIA  
INTERNATIONAL  
DIVE EXPO

12 - 14 MAY 2017  
HALL 1, PWTC, KUALA LUMPUR

PRESS RELEASE  
12 OCTOBER 2016

### HOT NEWS OF MIDE 2017!

The 12<sup>th</sup> Malaysia International Dive Expo (MIDE) and the 4th Asia Dive Conference (ADCON) are scheduled from **12 to 14 May 2017** at Hall 1, Putra World Trade Centre, Kuala Lumpur.

Both the event are moved from the month of July to the month of May to facilitate the fasting month and the Hari Raya celebration. This move is also to enable the preparation of Australia International Dive Expo (AIDE) collaborating with the Sydney International Boat Show (SIBS) scheduled from 3 to 7 August 2017 at ICC Sydney, Darling Harbour, Australia from 2017 onwards.

MIDE will move from **Hall 3 to Hall 1** to a bigger hall space of **8,000sqm** and will occupy a **gross space of 12,000sqm**. Anticipating more than **2,000 exhibitors**, with **200 participating companies**, MIDE is geared to welcome business entrepreneurs, tourism boards, dive agencies brand manufacturers and distributors to utilise the platform that has been created and designed to meet the lucrative business for every organisation.

MIDE has a consistent track record of visitors to the expo. From the humble beginning from 2006 till todate the expo has generated approximately **110,000 visitors** with an average minimum of **10,000 visitors yearly**.

The expo is known as the hub for purchase of dive equipment, courses and dive travel destination. For the year of **2015 sales generated** for the 3days event was at approximate of **8million** and for the year of **2016 sales reached** at approximate of **10million**. Anticipated turnover sales for **2017 is projected between 10 to 12 million**. Coming from a niche industry, the expo has delivered and continue to deliver a great significant growth of revenue for participating companies and further contributes positively to a healthy economic growth towards the dive tourism.

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Statistics of information collected for MIDE2016 include:

- Recorded visitors – 14,156
- More than 2,000 leading international brand participant
- More than 170 companies participated
- More than 3,000 courses sold
- 95% had interest on diving
- 80% attended by dive professionals
- 90% purchase of products
- 85% interest & purchase on dive travel
- Turnover sales for 3days approximately at MYR 10 million.

Amidst the above, Asia Dive Conference (ADCON) will enable visitors to explore more option of the conference that will take place during the 3days event. The venue for the conference will be within MIDE venue hall to enable visitors to have easy access to the Seminar Room. ADCON will focus on bringing more insight on technical aspect on diving, servicing and maintenance of dive equipment, camera housing, demonstration on latest products, teaching on Photoshop techniques, exploring on nitrox certification courses and more.

### **What's On at MIDE 2017 ?**

- Lens Beyond Ocean (LBO) Photography Competition will be launched soon
- Business Forum
- Buyers Meet Seller Meeting (B2B Meeting)
- Speakers Seminar & Presentation
- Showcase on Latest Product Innovation and Presentation
- Dive Agency Member Forum
- Free diving Workshop
- Forum on Photography
- Workshop on Maintenance of Dive Gear, Camera Equipment and Housing.
- VideoZone showcasing on Ocean and Marine Life
- Educational Marine Program for teens and children

Both the event will be advertised at The Malay Mail, The Malaysian Reserve (in association with New York Times) newsprint media, Astro Malaysia an electronic media, Dive Magazines and Dive Portals.

Exhibitors keen to participate at **the Hottest & Coolest Dive Expo in Asia** may contact the Organizer at [info@mide.com.my](mailto:info@mide.com.my) .

For more information, please visit MIDE's new website that will be launched soon. [www.mide.com.my](http://www.mide.com.my).

## **ABOUT THE COMPANY**

**Asia Events Exsic (AEE)** was established in Malaysia in 2000 with key personnel having 20 to 25 years' experience as consultants in planning, technical support and management of leisure and hospitality projects as well as in the organizing of international and local Exhibitions, Seminars and Conferences. **Asia Events Exsic** is a long-established and respected, family-managed company with co-owners who are both divers. **Asia Events Exsic** enjoys a reputation as a leader in dive event organisation and management, a direct outcome of developing cooperative business relationships worldwide underscored by the hard-work ethic and dedication of its co-owners, managers, administration and events team.

### **ASIAEVENTS EXSIC SDN BHD - MALAYSIA OFFICE**

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