



**MALAYSIA
INTERNATIONAL
DIVE EXPO**
MEDIA RELEASE
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MALAYSIA INTERNATIONAL DIVE EXPO IS BACK

- 150+ exhibitors | 10k+ visitors | 20+ Lucky Draw Prizes
- 30+ Presentations by Industry Experts
- Dive Try Outs in On-site Pool
- Free Media Access

Running in its 13th year, the “Hottest” and “Coolest” Dive Show in Asia, Malaysia International Dive Expo (MIDE) will once again take place at Kuala Lumpur’s Putra World Trade Centre from 4 – 6 May.

According organisers Ness Puvanes and Thayalan Kennedy, the demand for a high quality and reputable dive expo has never been stronger, especially since interest in the sport is consistently growing each year.

MIDE has not only provided a useful platform bringing together underwater lovers and industry suppliers, but it has also contributed significantly to the growth of Malaysia’s underwater and scuba diving industry.

Averaging 10,000+ visitors each year and attracting more than 150 exhibitors from Malaysia and around the world, MIDE continues to deliver its promise of a highly engaging and stimulating event.

Highlights at MIDE2018 include dive try-outs at the on-site pool; 30+ presentations by a host of industry experts on a variety of subjects including conservation, marine life, photography and others; dive gear maintenance workshops; more than 20 lucky draw prizes; and a dedicated kids’ zone. (See

the next page for a summary of the lineup).

Visitors will also have a chance to chat with dive tour operators and tourism representatives; take advantage of the many exclusive dive holiday discounts; meet their industry heroes; and learn about the latest and greatest in underwater technologies available today.

To help visitors get to and from the Expo, MIDE has partnered up with GRAB to provide RM10 discount off any return trip to PWTC. Also, visitors purchasing MIDE’s dive t-shirts will also receive RM2 off their entry fee.

Over the three days, visitors will have much to look forward to including:

1. Voices on Ocean Rescue

Moderated by David McCann, from Scuba Junkie Seas, visitors will hear from six experts on the issue of plastic pollution – what’s happening, its effect on our oceans and marine life, and what we can do to help mitigate further damage.

2. Freediving Forum

Hear from the panel of experts how they got into this niche underwater sport, what the prerequisites are, their experience, the health benefits and much more.

mide.com.my

3. Person With Disabilities

Visitors will hear first-hand from PWDs about their journeys, struggles and love for scuba diving. Able divers are encouraged to attend this presentation to learn about helping PWDs to dive not only for health benefits, but to also bring joy and hope to their lives.

4. Speaker Presentation

Visitors will get to hear from a line-up of experts speaking about the dive business, careers in diving, underwater photography and videography, marine conservation, cave diving, product knowledge and many other topics.

5. Dive Divas Fanclub Presentation

There will be an exclusive session for Dive Diva Fanclub members to hear all about careers in underwater welding, photography and videography. The aim here is to empower ore women to explore a different path and get inspired.

6. Malaysia Scuba Diving Association (MSDA)

MSDA will hold their table talk for all dive professionals, where they will address and reiterate the importance of the dive industry today –how it affects our economy, local communities as well as businesses that support and grow from this industry.

MIDE2018 is supported by Ministry of Tourism and Culture Malaysia, Malaysia Tourism Promotion Board (MTPB), MATRADE, Malaysia Scuba Diving Association (MSDA) and Diving Agency PADI, NAUI, TDI/SDI, SSI, Dive Raid, ITDA, DAN, DDI together with local and international media partners.

Media interested in attending the show can get their free pass upon registration.

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

ABOUT THE COMPANY

Asia Events Exsic (AEE) was established in Malaysia in 2000 and Australia in 2013 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 scuba 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.

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