



The
HOTTEST
DIVE EXPO
in Malaysia
www.mide.com.my

MALAYSIA INTERNATIONAL DIVE EXPO

14th Year of Success for the Malaysia International Dive Expo!

- *12,656 visitors*
- *10.7 million in sales*
- *139 exhibiting companies*
- *1000 exhibitors*
- *1296 newbies attended*
- *258 newbies sign up for diving*



The “Hottest” and “Coolest” dive show in Malaysia, the Malaysia International Dive Expo has set a new record at its annual event at the Putra World Centre in Kuala Lumpur.

MiDE2019 took place from 3-5 May 2019 and welcomed **12,656 visitors (20% increase in visitors)** from **50 countries**. A total of **1000 exhibitors** from **12 countries** were there to share their products, services and expertise with visitors. In terms of overall sales, approximately **RM10.7 mil** was generated over the three-days event.

Exhibitors and visitors witnessed the opening ceremony officiated by Puan Catherine Ridu from Ministry of International Trade and Industry, Malaysia, who also took the time to personally meet and greet many of the participating exhibitors as she walked through the Expo.

Also note-worthy were the award winners, where the Ministry of Tourism of the Republic of Indonesia took home the Most Creative Booth Award and Scuba Warehouse of Singapore, won the Best Booth Design Award.



B2B Matching Platform

The inaugural launch of the B2B matching platform initiated for the first time saw 42% user adoption and 46% potential meetings arranged. The platform received 295 visits with 101 profile views and 28 meetings was confirmed. Although numbers were moderate, this initial reception was still quite encouraging as its evident that both trade and exhibitors are keen to network using the business matching platform. The aim of this matching platform is to enhance the process for serious trade business. From next year (2020) onwards, all trade visitors will be required to register online only and prior to MIDE commencing, which will allow more meetings to be arranged and program communicated in advance.



Ocean Rescue Forum

The highly anticipated Ocean Rescue Forum took place once again where experts various fields spoke about sustainable practices and educated listeners on what they can do to participate in the ongoing rescue mission of the oceans and marine life, with particular focus on plastic. This forum will be an ongoing forum at the expo.

Cave Diving Forum

Visitors heard from cave-diving experts on their journey into this niche area of diving, the skills and training required, their experiences, the use and career paths taken, as well as the prerequisites for pursuing this area of interest. The expo will be holding the forum again next year.



Non-divers

This year, MIDE welcomed **1296 (15% increase)** non-divers to the expo. With the on-site pool present again, **36 newbies** gave scuba diving a go through the "Be a Diver" program. **258 visitors** (newbies) signed up for scuba-diving courses as a result. As the aim of MIDE is to expand the community of divers and further develop the dive industry and businesses involved, the results of the new interest received are pleasing and encouraging.



DiveDivas Fanclub

This dedicated female-only fan club welcomed **32 new members** to the community.

Speaker's Presentation



A host of speakers were present throughout the event where they shared their expertise and knowledge on a series of current topics including marine conservation, dive medicine, underwater photography, technical diving, freediving, dive travel, dive training, black water diving and more.

Marine Educational Program

This year the expo was visited by **672 children**. School children's heard from Neil Davidson of PADI on the introduction to scuba diving, learnt from Monica Chin from ADRECC about single use plastic and Brendon Sing from Shark Guardian on the function and conservation of sharks in the ocean. The aim of the program is to entice and encourage more schools to be educated, engaged and be involved in the education of Ocean debris and marine life as they are the future ambassador of the Ocean.



Lucky Draw

A total of **37 lucky draw** prizes amounting to **RM45,000** were given out over the weekend event with a mix of dive holidays, dive gear (wetsuit, regulators), cash prize, dive courses, and camera equipment being won by visitors. The grand prize of 5D/4N stay at Borneo Cottage Maratua with diving package was won by Cindy Chew.



Products & Packages

The expo is known as the hub for purchase of dive equipment, courses and dive travel destinations. As per usual, bargains and promotions at the show were a huge hit among the visitors. Dive wear, equipment, technology, photography / videography gear, dive holidays, tours, courses and all types of other dive related products were offered to visitors.

Water Sports

The inaugural launch of water-sports edition at MIDE was warmly received with many interest in water activities. The boating section received with interest and many sales leads generated. Dive operators and holiday resorts, especially, expressed their interest in the different types and functionalities of the boats on offer. A few boats was closed in sale during the expo and many others in the pipeline is being negotiated. Other water sport exhibits too received many bookings. It is evident that this platform has the potential to grow.



Revenue Achieved

The recorded sales for the 3-day event was approximately RM10.7 million (45% increase compared to last year). This was more than the 10mil target anticipated, which is encouraging for our community and all of the businesses involved.

Lens Beyond Ocean (LBO) Competition

This year's Lens Beyond Ocean Underwater Photography Competition was again another huge success with submission received from 25 countries with the following winners:



Macro 1st Place: Navapan Janjarasskul from Thailand (5 NIGHTS FOR ONE PERSON AT EITHER ATLANTIS PUERTO GALERA OR ATLANTIS DAMAGUETE)

Macro 2nd Place: Gaetano Gargiulo from Italy (4 NIGHT FOR 1 PERSON IN SHARED BUNGALOW AT THALASSA DIVE RESORT LEMBEH WITH DIVING PACKAGE)

Wide Angle 1st Place: Gino Symus from Belgium (7 DAYS 6 NIGHTS KOMODO/RAJA AMPAT DIVING TRIP)

Wide Angle 2nd Place: Miguel Ramirez from Reunion (4 DAYS 3 NIGHTS DIVE PACKAGE FOR 2 PERSON (TWIN SHARING))

Portfolio 1st Place: Delbos Yannick from France (1 SPACE IN TWIN SHARE CABIN)

Portfolio 2nd Place: Tracey Jennings from United Kingdom (5D 4N DIVE PACKAGE FOR 2 PAX AT FUN & SUN DAUIN)

Compact 1st Place: Chong Wan Yong from Malaysia (4 NIGHTS ACCOMMODATION FOR ONE PERSON AT AMUN INI BEACH RESORT)

Compact 2nd Place: Low Sook Wei from Malaysia (3 NIGHTS FOR 1 PERSON IN SHARED HILLTOP ROOM AT THALASSA DIVE RESORT MANADO WITH FREE DIVING PACKAGE)

Creative 1st Place: Pietro Cremonese from Italy (5 DAYS 4 NIGHT DIVE ACCOMODATION PACKAGE)

Creative 2nd Place: Theresa Guise from the USA (4 DAYS 3 NIGHTS, 4 DIVES FOR ONE PERSON AT NUSA PENIDA)

Freediving 1st Place: Yen Wen Chih from Taiwan (5 DAYS 4 NIGHTS FOR 1 DIVER AT WAIWO DIVE RESORTS RAJA AMPAT)

Freediving 2nd Place: Andrew Tsz On Lau from Hong Kong (4 NIGHTS ACCOMMODATION FOR ONE PERSON AT EITHER PURA VIDA CABILAO OR PURA VIDA DAUIN)

3 Min Video 1st Place: Simone Piccoli from Italy (6 DAYS 5 NIGHTS FOR 1 PAX AT ATMOSPHERE RESORT AND SPA)

3 Min Video 2nd Place: Ros Syafiqah Roslan from Malaysia (4 DAYS 3 NIGHTS DIVE PACKAGE AT COCOTINOS MANADO OR LEMBEH)

Best of Show: Leonard Lim from Singapore (Enth Degree-Hv Atoll)
Best of Show: Peter De Maagt from Netherlands (Enth Degree-Aviero Long Pants)

Honourable Mention: Rosni Hussin from Malaysia (CREST + ENTH DEGRE Bombara)

Honourable Mention: Kang Qiu Jian from Malaysia (CREST+ ENTH DEGREE- Aviero Short Pants)

Endorsed and Supported

MIDE is endorsed by MATRADE (Malaysia External Trade Development Corporation). MIDE is also strongly supported by the Malaysia Convention & Exhibition Bureau (MyCEB), an agency under the Ministry of Tourism, Arts and Culture Malaysia.

Collaboration Partners

Our collaboration partners are Ministry of Tourism of the Republic of Indonesia, Dive Queensland, Philippines Tourism, Sarawak Tourism, Sabah Tourism and Department of Fishery Malaysia.

Other supporting associations are Malaysia Scuba Diving Association (MSDA) and Diving Agency PADI, NAUI, TDI/SDI, SSI, Dive Raid, IANTD, DAN, ITDA, DDI, NDL together with local and international media partners – X-Ray Mag, Divelog, OZDiver, Action Asia, China Scubadiving.com, Ocean Geography Society, Underwater.com, Global Sports Mart, Malay Mail, Floatingasia.com and Travel Guide.

MIDE2020

For more information about MIDE2020, please contact us at: info@mide.com.my or call 603-79809902. More updates of the MIDE 2020, please visit www.mide.com.my. Follow us on Facebook under MIDE Expo and Twitter MIDE Expo for exciting updates.

