



MALAYSIA INTERNATIONAL DIVE EXPO

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

MALAYSIA INTERNATIONAL DIVE EXPO IS BACK IN 2021!

“LET’S MEET & DIVE LOCALLY”

PRESS RELEASE – 1st December 2021

After a long hiatus due to the Covid19 pandemic, the Malaysia International Dive Expo (MIDE) will once again take place from 3-5 December 2021 at Kuala Lumpur’s World Trade Centre.

Themed “Let’s Meet & Dive Locally” to help boost local tourism and complement Tourism Malaysia’s local campaigns, MIDE2021 aims to kick-start the recovery of the dive sector, which has severely suffered the impacts of the pandemic over the last 20 months. This year’s show aims to rebuild confidence and inject excitement back into water loving community, while inspiring and encouraging new interest.

Dubbed the “Hottest & Coolest Dive Expo” MIDE is a world renowned show that connects dive related businesses and interested parties in the underwater world. Since its early beginnings in 2006, the expo gained recognition and grew from strength to strength, providing a unique platform and continues to see the dive business and community grow.

MIDE welcomes a minimum of 10,000 visitors each year. The show has recorded more than 180,000 visitors coming through its doors between 2006 and 2019. While 90% of visitors to the expo are scuba divers, the new inclusion of boating and other recreational water-sports at the show will no doubt draw in even more water lovers.

Focus on Recovery

In line with Malaysia’s overall tourism recovery plan, MIDE2021’s focus is to regain domestic travel confidence to help local dive businesses get back up and running busy schedules again.

“Our aim for the coming months and 2022 is to ensure our dive community and businesses pick up and continue to engage positively and grow at a steady pace,” says Ness Puvanes, Director of AsiaEvents Exsic Sdn Bhd and organizer of MIDE. “Our exhibitors and partners can be assured that we have worked tirelessly with the Malaysian government to put into motion a solid plan to help our community and businesses move forward in the overall recovery plan.

Forecast Revenue

While the challenges of the pandemic are not over, Ness shared that MIDE will continue to thrive to bring in the targeted visitor numbers to the expo.

*In 2019, with both local and international participation, MIDE garnered approximately **10.7million** in sales for the 3-day event, and welcomed **12, 656** visitors. This year, Ness anticipates welcoming **8,000** visitors and **RM7million** in sales.*

Speaking Engagements

Visitors can look forward to meet and hear from a range of speakers that are lined-up over the weekend. Focusing on various hot topics including dive education, marine conservation, cave diving, diving for people with disabilities, photography and more, the educational aspect of the expo continues, visitors will hear from local experts as well as those from Japan, the USA, Maldives, and Indonesia.

Boat Displays

As with all things water related, MIDE has included boats to the show to offer visitors a more well-rounded expo. This also helps to create new conversations, interests, networking opportunities as well as business potentials. Visitors will also have the rare opportunity to enjoy some exclusive and generous deals offered by the boat suppliers.

Gearing Malaysian Dive Businesses

To further boost Malaysia's dive industry and help businesses recover, MIDE has initiated conversations and discussions with corporate and government authorities on various topics including tourism licencing, business grants and financial facilities.

This year, stakeholders will meet with MATRADE to discuss member benefits through grants for business events (locally and internationally). The Ministry of Tourism, Arts and Culture Malaysia will also share insights to the tourism license requirements and SOP for international travel.

The Malaysia Scuba Diving Association has organised some presentations to not only help shed some light on the future of Malaysia's dive industry, but also share tools that businesses can use to help them improve their product and service offerings.

There will also be an official signing ceremony of the Memorandum of Understanding between University Terengganu Malaysia and UZMA Berhad on Saturday.

Prizes to be won

Visitors who spend at least RM300 will be entered into the Purchaser's Lucky Draw. Dive packages collectively valued at RM35,000 including a grand prize of 7-day live-board worth RM7,000 are all up for grabs over the 3-day event!

Health and Safety

MIDE will be adhering to the strict SOP guidelines to ensure the health and safety of the exhibitors, visitors and staff members.

Visitors must heed the protocols. The MySejahtera QR code, both from the venue and expo, temperature checks, as well as physical distancing apply. MIDE staff will ensure the order of all visitors entering the exhibition hall and abide by the standard operating procedure.

Unwavering Support

MIDE wishes heartfelt thank you for the endorsement and support by:

Malaysia External Trade Development Corporation (MATRADE)

Ministry of Tourism Arts, Culture Malaysia (MOTAC)

Malaysia Tourism Promotion Board (MTPB)

Malaysia Scuba Diving Association (MSDA)

University Terengganu Malaysia (UMT)

Esteemed exhibitors

Dive agencies PADI, NAUI, TDI/SDI, SSI, NDL, RAID, IANTD, BSAC, DAN, ITDA, DDI, DIVEHEART

Media partners Astro, Bernama, RTM, Borneo Post, Makkal Osai, Nanyang Siang Pau, Star Publication, XTVT Malaysia and Xray Magazine (Denmark).

Sponsors – Amun Ini Beach Resort & Spa, Aquatica Dive Resort, Cocotinus Manado, Kasai Village Dive Resort, Mola Mola Liveaboard, Waiwo Dive Raja Ampat, D'Lagoon Dive Resort, BlueForce Fleet, PADI, Scuba Junkie, Quiver Dive Team, Luma Selakan, Poni Divers, Jom Adventure Dive Center Sdn Bhd, Tenggol Coral Beach, Scuba Genesis, 1511 Coconut Grove, Seafarer Papaya Resort, Dynamex Health & Gym (M) Sdn Bhd

Suppliers and partners World Trade Centre, PICO International, Agility, Mekar Subur AV Sdn Bhd and Smart Reg System Sdn Bhd

To visit MIDE 2021, register at www.mide.com.my/admission

The Malaysia International Dive Expo

Established in 2006, the Malaysia International Dive Expo (MIDE) is a highly popular international event, which draws in more than 10,000 recorded visitors each year. A platform that connects and welcomes major industry players and divers to Malaysia and to the world of dive business, 90% of MIDE attendees are divers with backgrounds in recreational, technical, occupational and commercial diving.

