



MALAYSIA INTERNATIONAL DIVE EXPO

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

The Malaysia International Dive Expo 2022 Spearheads Recovery

“Let’s Keep Diving”

PRESS RELEASE – 27th May 2022

The full-fledge Malaysia International Dive Expo (MIDE) returns from 27- 29 May 2022 at the World Trade Centre, Kuala Lumpur.

Focus on Recovery

In line with the global travel recovery plan and with the opening of Malaysian borders, MIDE2022 is themed “Let’s Keep Diving” to welcome divers and underwater lovers back to the expo.

“Our aim 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 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 strive to bring in the targeted visitor numbers to the expo including 20% of international visitors.

In **2019**, with both local and international participation, MIDE garnered approximately **RM10.7 million** in sales for the 3-day event, and welcomed **12, 656** visitors.

In **2021**, post pandemic expo was organized for domestic market only to focus to regain the travel confidence received **7016** in visitorship and garnered **RM5.08 million** in sales.

For **2022**, with good start of both local and international participation, MIDE anticipates welcoming **12,000** visitors and generating **RM12 million** in sales.

Speaking Engagements

An impressive list of speakers have been lined up for MIDE2022 where visitors can look forward to meeting and hearing from a range of experts from Australia, Maldives, Indonesia, Vietnam and Singapore sharing their knowledge on a wide range of subjects.

Forum: Island Tourism & Conservation

One of the topics that the show organizers are really passionate about is conservation, and this year, they will have a forum on island tourism and conservation. Visitors will not only hear about both the positive and negative impacts island tourism has on marine life and the multiplying of plastics affecting the ocean, but also ways they can help with the ongoing conservation efforts to keep marine ecosystems and the critters in them safe and healthy.

Forum: Cave Diving Exploration in Malaysia

A panel of experts will be discussing the exciting world of cave diving, one that few divers master due to the advanced technical demands of the sport. This forum will help visitors understand what is involved in cave diving, how to get into it, and what they can expect from cave diving in Malaysia.

Forum: Women in Diving: UW Photography

Meet the women in diving who are making waves in underwater photography. Hear their experiences, tips and advice on how to get started and improve one's skills.

Dive Education: By Teens for Teens

Teens interested in diving can meet and listen to other teens who are already exploring the underwater realm, making a big difference in their own lives as well as for the environment.

Scuba Fashion Show

MIDE's runway show will show off what's hot in dive fashion for the upcoming dive season.

Boat Displays & Water sports

As with all things water related, MIDE has included boats and watersports 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 both the boat and watersports 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.

Stakeholders will get to meet with MATRADE to discuss member benefits through grants for business events (locally and internationally).

The Malaysia Scuba Diving Association has organised a forum/dialogue on conservation to help shed some light on the future of Malaysia's dive industry. MSDA will also be holding their monthly talk show with their Patron on Friday evening.

There will also be an official signing ceremony of the Memorandum of Understanding on Saturday between Universiti Malaysia Terengganu and AsiaEvents Exsic Sdn Bhd (Organizer for MIDE) to collaboration and work together for now and future plan.

Prizes to be won

Visitors who spend at least RM300 will be entered into the Purchaser's Lucky Draw. Dive holidays collectively valued at RM50, 000 including a grand prize on a live-board worth RM22,000 are all up for grabs over the 3-day event!

Health and Safety

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

Unwavering Support

MIDE thanks for the endorsement and support by:
Malaysia External Trade Development Corporation (MATRADE)
Ministry of Tourism Arts, Culture Malaysia (MOTAC)
Malaysia Tourism Promotion Board (MTPB)
Ministry of Environment & Water (KASA)
Malaysia Scuba Diving Association (MSDA)
Universiti Terengganu Malaysia (UMT)
Malaysia Convention & Exhibition Bureau (MyCeb)
Malaysia Association Conference Exhibition Of Suppliers (MACEOS),
All exhibitors, suppliers and partners, Dive agencies and Media partners.

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

The Malaysia International Dive Expo

Running in its 16th year, the “hottest and coolest dive show” in Malaysia is focused on bringing together dive enthusiasts to once again explore the business of diving. As the hub for all things water sport related, visitors will be able to not only update their dive equipment, courses, dive travel needs, but also learn about the ongoing conservation efforts and brush up on some skills and explore other water related activities including boating.

MIDE expo welcomes a minimum of **10,000** visitors each year. The show has recorded more than **200,000** visitors coming through its doors between 2006 and 2021. 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.

Social Media - Follow us on FB, IG & Twitter at hashtag of **MIDEEXPO** for latest update of the expo.

