



**MALAYSIA
INTERNATIONAL
DIVE EXPO**

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

Photo by: Peter Symes

MALAYSIA TO HOST THE HOTTEST & COOLEST DIVE SHOW IN ASIA

The 12th Malaysia International Dive Expo (MIDE) 2017 will see diving Agencies and other scuba diving related industries all under one roof.

Sailing in its 12th year and described as both the **“Hottest”** and **“Coolest” Dive Show in Asia**, the Malaysia International Dive Expo (MIDE2017) welcomes **‘DIVERS OF THE WORLD’** which will be held from 12 – 14 May 2017 at Hall 1, Putra World Trade Centre, Kuala Lumpur, Malaysia.

Dive tourism has a staggering impact on the local economy and it is no doubt that Malaysia is fast becoming one of the world's leading dive destinations with one of the richest marine environments. MIDE 2017 once again will set the stage and provide a platform for ardent dive enthusiasts and companies to create awareness for Malaysia as a dive destination.

The expo is internationally recognized and well received by industry players globally as one of the fastest growing market in South East Asia. MIDE is also known locally and internationally as a-must-attend-event for all scuba diver, distributors, certification agency and travel agency.

This year, MIDE 2017 has moved to a bigger hall space to cater the expansion of the expo to welcome business entrepreneurs, tourism boards, dive agencies, brand manufacturers and distributors who will be utilising the platform that has been created and designed to meet the lucrative business for every organisation. The expo will showcase products and services from **220** booths that has been set up with more **150** participating companies comprises of **2,000 exhibitors** who will seal-the-deal at the expo. The MIDE Expo anticipates approximately 15,000 **visitors** to visit the expo over the 3days.

MIDE Expo holds a consistent track record of visitors to the expo. From the humble beginning from 2006 till todate the expo has generated approximately 130,000 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. Anticipated turnover sales for **2017** is projected between **10 to 12 million**.

Coming from a niche industry, the expo 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. The expo has proved to a beneficial expo to the dive industry.

The newest edition to the dive industry is the establishment of the **National Recreational Scuba Diving Council Malaysia (NDC)** on **31 October 2016** by the Ministry of Tourism and Culture Malaysia. The Council is established as a body under MOTAC which will act as Chair of the Council together with Malaysia Scuba Diving Association (MSDA) as the co-chair. The main objective of this Council is to drive the industry growth to achieve the significant contribution towards the tourism industry and dive tourism revenues. The term of reference of **NDC Council** will be presented on **12 May 2017** at Main Stage at **4.30pm**.

For the first time, Malaysia Tourism Promotion Board (MTPB) will hold a **Business-To-Business Session** during **MIDE 2017**. Themed as **“Malaysia Dive Tourism Mart 2017 (MDTM)**, MTPB will host International Buyers who will meet to seal the deal of dive packages with Malaysian exhibitors on **12 May 2017** from 9.30am to 3.00pm.

MIDE 2017 will be officiated by **YB Datuk Mas Ermieyati Binti Samsudin, Deputy Minister** of Ministry of Tourism and Culture Malaysia on **12 May 2017 at 3.00pm** at Main Stage, Hall 1, Dewan Tun Razak, Putra World Trade Centre, Kuala Lumpur.

The expo has lined up many exciting and enticing programs for all visitors to explore for the 3days:

1. Asia Dive Conference (ADCON)

All divers know how to breathe through the regulators. But how much and how well do we know about our regulators? How expert are we in care and maintenance of photography equipment? Themed as “KNOW YOUR DIVING REGULATOR“, 2017 edition of Asia Dive Conference (ADCON) will bring you an in-depth knowledge of the product from the participating brands.

2. Underwater Photography Forum

The theme PAST, PRESENT, FUTURE would discuss the challenges faced by the underwater photographers and how they maintain in the industry as career, business and professionalism.

The forum will focus on where photography was in the past...now in present and what to anticipate in the future. How would technology change the direction of photography in the future? What are the pros and cons being an underwater photographer and what the future holds for photographers in photography?

3. Ocean Rescue

Marine conservation is the protection and preservation of ecosystems in ocean and sea. The forum will focus on how we can spread awareness on ocean's rescue and marine conservation.

- 1) Who is responsible for tackling marine debris?
- 2) Should shark fishing be banned?
- 3) Is the dive industry doing enough to protect the marine environment?
- 4) Should the public be reducing their seafood consumption?

4. Presentation on National Recreational Scuba Diving Council Malaysia (NDC)

The National Recreational Scuba Diving Council Malaysia was established to improve safety, regulation, and environmental performance, to represent, promote and develop the dive industry in Malaysia. A must attend presentation to keep abreast of the Council's objective for dive industry in Malaysia.

5. Person With Disabilities

Public will get to hear the successful stories of PWD's journey of life and their love for scuba diving. There will also be presentation on adaptive divers. We encourage able divers to attend this presentation to learn the art of helping PWD to dive and to bring joy and hope to their lives.

6. Free Photography Course

Members of DiveDivas Fanclub will get to master the techniques and learn the art of capturing good images through underwater photography course on Saturday and Sunday.

7. Speaker Presentation

Visitors will get to hear from a line-up of experts presenting on Dive Business, Career in Diving, Underwater Photography, Underwater Videography, Marine Conservation, Cave Diving, Product Knowledge and Dive Medicine. Be prepared for an absorption of knowledge in diving.

8. Educational Marine Program

One of MIDE's core objective is to promote scuba diving to students/children/teens. Educational Marine Program & Be A Dive pool try-dive are combined to create awareness of the Ocean to the future young generation. Talks are organized on Marine Education and Marine Environment to raise awareness to students/children/teens aged from 6 to 17 years with key focus on the Ecological and Marine Environment of the sea.

MIDE2017 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.

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

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 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.

ASIAEVENTS EXSIC SDN BHD (MALAYSIA OFFICE)

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