



MALAYSIA INTERNATIONAL DIVE EXPO

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

The Malaysia International Dive Expo reports another year of success!

Dubbed the “Hottest” and “Coolest” dive show in Asia, the Malaysia International Dive Expo once again welcomed divers and water lovers to its annual event at the Putra World Centre in Kuala Lumpur.

MIDE2018 took place from 4-6 May and welcomed 10,536 visitors from 54 countries. A total of 1034 exhibitors from 16 countries were as the expo to share their products, services and expertise with visitors. In terms of overall sales, approximately RM7.45mil was generated over the three-day event.

Exhibitors and visitors witnessed the opening ceremony officiated by YBhg Dato’ Yean Yoke Heng - Deputy Secretary General (Management), Ministry of Tourism & Culture Malaysia, who also took the time to personally meet and greet many of the participating exhibitors as he walked through the Expo.

During the opening ceremony, the Malaysia Scuba Diving Association (MSDA) launched their new website, where divers can now access up-to-date information on all things dive-related in and around Malaysia.

Also note-worthy were the award winners, where the Ministry of Tourism of the Republic of Indonesia took home the Best Design Award and the Philippines Department of Tourism won the Creative Design Award.

Business-To-Business Session

Once again, the Malaysia Tourism Promotion Board (MTPB) organised the B2B session, the Malaysia Dive Tourism Mart. A total of 11 buyers from ASEAN and South Pacific countries were hosted where they met with local distributors and suppliers from around Malaysia.



Lens Beyond Ocean Competition

This year’s Lens Beyond Ocean Underwater Photography Competition was again another huge success with participants from 17 countries. 18 prizes worth USD20,000 was up for grabs and they were won by:

- **Macro 1st Place:**
Bausani Paolo from Italy
(6D5N at Atmosphere Resort Spa, Philippines)
- **Macro 2nd Place:**
Damir Zurub from Croatia
(6D5N at Buceo Anilao Beach and Dive Resort, Philippines)
- **Wide Angle 1st Place:**
Cedric Peneau from Reunion Island
(4nights at Amun Ini Dive, Philippines)
- **Wide Angle 2nd Place:**
Marchione Giacomo from Italy
(4D3N at Seaventures Dive Rig, Sabah)
- **Portfolio 1st Place:**
Adriano Morettin from Italy
(5D4N at Waiwo Dive Resort, Indonesia)
- **Portfolio 2nd Place:**
Tracey Jennings from Malaysia
(7D6N at Raja Ampat, Indonesia)
- **Compact 1st Place:**
Pietro Cremonese from Italy
(5D4N at Sipadan Mabul Resort, Sabah)
- **Compact 2nd Place:**
Jie Zou from China
(4 Night stay at Mimpri Indah Resort, Indonesia)
- **Creative 1st Place:**
Ipah Uid from Malaysia
(5D4N at Cocotinos Manado/Lembeh, Indonesia and INON Light Set)
- **Creative 2nd Place:**
Theresa Guise from the USA
(5D4N at K2 Dive Resort, Indonesia)
- **Freediving 1st Place:**
Cao Yang from China
(5D4N at Fun & Sun Dive Travel, Philippines)
- **Freediving 2nd Place:**
Davide Lopresti from Italy
(5D4N at Nusa Ceningan Dive and Stay, Bali Indonesia)
- **Video 1st Place:**
Fan Ping from China
(4D3N at Scuba Seraya Resort, Indonesia)
- **Video 2nd Place:**
Tom Vierus from Germany
(5D4N at Sea Explorer, Philippines)
- **Young & Talent Place:**
Sharifah Najwa Amni from Malaysia
(Sherwood BCD)
- **Best of Show:**
Norhayati Ahmad from Malaysia
(RGGLE system light set and ENTH DEGREE Atoll Hooded vest + Aviero long pants)



The competition was judged by renowned underwater photographers such as **Dr Alexander Mustard** from United Kingdom, (a Marine Biologist, European Wildlife Photographer of the Year, Professional Underwater Photographer), **Amanda Cotton** from United States of America (Women Diver’s Hall of Fame, Member National of the Explorer Club and the OAS (Ocean Artists Society), Professional Underwater Photographer) and **Nurul Yazid** from Malaysia (PADI Instructor, Underwater Photographer)

Ocean Rescue Forum

The highly anticipated Ocean Rescue Forum took place once again with themed “Plastic Pollution” where experts Dave Mccann from United Kingdom, Terry Cummins from Australia, Neil Davidson from Australia, Muhammad Nur Al Haziq from Malaysia, Dato Hj Fazli M. Mohktar from Malaysia and Monica Chin from Malaysia, 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. The forum will be organized next year with updated current issue



Free diving Forum

Freediving enthusiast heard from experts Dr Azhar Hussin together with Freediving National Record Holder, Azua Shafii, Jonathan Chong, Azam Hamid and Paul Sack who shared their advice and tips on getting into the sport, the prerequisites, training, health implications and more. As an increasingly popular sport among water lovers, the expo will be holding this forum again next year.

Non-divers

This year, MIDE welcomed 896 non-divers. With the on-site pool present again, 16 newbies gave scuba diving a go through the “Be A Diver” program. As a result, 368 visitors signed up for diving courses as a result.



DiveDivas Fanclub

Female divers of the DiveDivas Fanclub enjoyed exclusively arranged presentations by Nur Izzati Athirah, an underwater welder, and Irwan Ismail, an underwater videographer, where they shared tips and career information in underwater welding and videography. The fanclub also welcomed 24 new members to the community of DiveDivas.

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, underwater photography, technical diving, freediving, dive travel, dive training and more.

Person With Disabilities (PWD)

Once again, the PWD presentations by disabled divers were a highlight as they encouraged other persons with disabilities (PWD) attending the expo to explore the many health and leisure opportunities afforded via scuba diving. Many divers were also present to learn ways to assist PWDs to dive.



Marine Educational Program

This year, visitors interested in shark education heard from Liz Ward-Sing and Brendon Sing of Shark Guardian, who inspired the audience with their passion and ongoing work on shark conservation and education. Having toured in the UK, Dubai, Thailand, Hong Kong, Australia, Indonesia, Brunei, Malaysia and South Korea the duo will be present again at MIDE next year.



Products & Packages

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.



Lucky Draw

A total of 28 lucky draw prizes amounting to RM27,000 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.



Revenue Achieved

The recorded sales for the 3-day event was approximately RM7.45 million. While it is a slight dip from last year's figures, it still remains a healthy figure. While some exhibitors experienced a bigger drop in sales from last year, others enjoyed higher sales volumes than the previous year.



Endorsed and Supported

MIDE2018 was endorsed and 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, RAID, ITDA, IANTD, DAN, DDI together with Local and International Media Partners.

“ For more information, please contact us at: info@mide.com.my or call 603-79809902. For MIDE 2019 updates, please visit www.mide.com.my. Follow us on Facebook under Malaysia International Dive Expo and Twitter Malaysia International Dive Expo for exciting updates. ”