



**17<sup>th</sup> EDITION OF MALAYSIA INTERNATIONAL DIVE EXPO (MIDE)**  
**Connecting you with the underwater world since 2006**  
**for expeditions, exploration and education**

*KUALA LUMPUR, 12<sup>th</sup> MAY 2023: The Malaysia International Dive Expo (MIDE) 2023 will take place at the Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur from 26-28 May.*

*Organised by AsiaEvents Exsic Sdn Bhd and running for the 17<sup>th</sup> consecutive year, the Expo will occupy Hall 6 at Level 2 of the new venue, MITEC. The organisers of MIDE shared that not only will the event be bigger than previous years, but it would also have the required room to comfortably feature all of the latest products and services offered by local and international exhibitors from 14 countries.*

*Attended by visitors from Australia, Brunei, China, Denmark, Estonia, Indonesia, Japan, Malaysia, Maldives, Netherlands, Philippines, Singapore, Thailand, United Kingdom, MIDE2023 will feature more than 172 companies. Visitors can expect to see and learn about the latest in scuba-diving related products and services, conservation interests, as well as new lines including sailing expeditions and various watersports.*

*Founder and organizer, Ms Ness Puvanes said it is evident the dive industry is resilient, having bounced back in 2021 in the midst of a challenging time. Since then, the dive industry has been enjoying increased interest and a growing community. In addition, she also noted that the demand for boating and water sports have also enjoyed a strong comeback.*

*With 220 booths set up for the Expo this year, Ms Ness said this year is breaking records with the number of exhibitors getting involved to further elevate their brand awareness among water-lovers.*

### **First timers**

*This year, MIDE will be welcoming 69 new exhibitors, including major associations such as the Malaysian Sub-Aqua Club, Malaysian Underwater Hockey Association and Eco District Association. Also new to the show is the Langkawi Development Authority (LADA), who will be introducing a range of water sports activities. More and more manufacturers and distributors of sail boats, dive boats, car topper boats, rescue boat & kayaks at the show have also widen the interests of water enthusiasts visit the expo.*

### **Forecasts**

*This year, MIDE is expecting to welcome more than 15,000 water enthusiasts including 10,000 professionals. The show is also expecting to generate approximately RM25million in sales over the 3-day event.*

### **WHAT'S ON DURING MIDE?**

#### **20% off MAS flights**

*As the official airline partner for MIDE, Malaysia Airlines is offering visitors travelling to KL for the expo a 20% discount on their flights booked by 26 May. The promo code **MHMIDE20** must be applied when booking.*

#### **Dive Safety Partner**

*DAN World is MIDE's official Diving Safety Partner. DAN World offers not only diving accident coverage for divers but is committed to helping enhance diving safety in Malaysia.*

#### **Staying Connected**

*Themed "Let's Stay Connected to the Ocean" this year, there will be a major focus on the ongoing conservation efforts to keep oceans healthy. This includes shining some light on the non-profitable organisations that are creating awareness on standard operating procedures for Dive Centres, as well as educating the community on single-use plastic and pollution, the increasing number of protected marine species, the impacts of climate change on the ocean, and many more projects.*

#### **Face-to-face networking**

*MIDE 2023 is set to welcome a host of business entrepreneurs, tourism boards, dive agencies, brand manufacturers and distributors who will utilize the platform to network and create new business opportunities and partnerships.*

### **Dive Talks**

Visitors will be hearing from the experts including TV personalities, who will take the stage to share their knowledge and experiences in the water. Topics include cave diving, underwater photography, marine conservation, sailing expeditions, underwater archaeology, health, dive insurance and more.

### **Dive Education: By Teens for Teens**

There will also be teens taking to the stage to inspire others in the sport and their personal conservation efforts in improving the environment.

### **Deals & Promotions**

Visitors will have a chance to chat with dive operators and tourism representatives; and can take advantage of the wide range of products and services including many exclusive deals on dive holidays; gear, courses and the latest technologies available today.

### **Lucky Draw Prizes**

Visitors who spend at least RM300 will be entered into the Purchaser's Lucky Draw. Collectively, the dive holiday prizes are valued at RM50, 000 including a grand prize on a live-aboard worth RM22,000 are all up for grabs over the 3-day event.

MIDE Expo is endorsed by Malaysia External Trade Development Corporation (MATRADE).

### **Unwavering Support**

MIDE thanks for the endorsement and support of:

Malaysia External Trade Development Corporation (MATRADE)

Ministry of Tourism Arts, Culture Malaysia (MOTAC)

Malaysia Tourism Promotion Board (MTPB)

Sabah Tourism Board (STB)

Tourism Promotions Board Philippines (TPBP)

Langkawi Development Authority (LADA)

Malaysia Airlines Berhad (MAS)

DAN World (Asia-Pacific)

XRAY Mag (Denmark)

AmLeisure Media Sdn Bhd

Malaysia Scuba Diving Association (MSDA)

Malaysia Convention & Exhibition Bureau (MyCeb)

Malaysia Association Conference Exhibition Of Suppliers (MACEOS)

All exhibitors, suppliers and partners, Dive agencies and Media partners.

*MIDE is an annual event aimed at growing and strengthening the Malaysian dive community and businesses. It remains the most well-attended event in Malaysia, and well-reputed for its trademark resilience and wide variety of top dive gear suppliers and international diving packages.*

*The expo will open from 10am to 7pm, Friday 26 May to Sunday 28 May 2023 at MITEC KL. Visit [www.mide.com.my](http://www.mide.com.my) for tickets.*

*Follow us on FB, IG & Twitter at hashtag of [MIDEEXPO](https://twitter.com/MIDEEXPO) for latest update of the expo. For further information, call +603 79809902 or email [info@mide.com.my](mailto:info@mide.com.my).*

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#### **ABOUT THE ORGANIZER**



##### **About the Organizer**

*AsiaEvents Exsic (AEE) was established in Malaysia and Australia to provide end-to-end services and expertise in event management, exhibitions, media services and project management. The team at AEE has a combination of 25 years' of experience as consultants in planning, technical support, management of leisure and hospitality projects as well as in the organizing of international and local exhibitions, seminars and conferences. As a strategic advisor for exhibition management, AEE also supports bridging businesses in the marketplace and new partnership ventures.*

*AsiaEvents Exsic (AEE) has won awards for “**Exhibition Excellence**” in 2018 for continuously organizing Malaysia International Dive Expo (MIDE), a niche market expo for 13years in a row and another award in 2022 for “**Above & Beyond Recognition**” for commendable effort and achievement in organizing the Malaysia Intl Dive Expo during the pandemic (Dec 2021) to not only regain confidence in travel, but to boost the domestic dive travel market.*

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