



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

**PRESS RELEASE – 26<sup>th</sup> May 2023**

***KUALA LUMPUR, 26<sup>th</sup> MAY 2023:*** After being at World Trade Centre, Kuala Lumpur for 16 years, the Malaysia Intl Dive Expo (MIDE) 2023 will take place at Malaysia International Trade and Exhibition Centre (MITEC) in Kuala Lumpur.

The 17<sup>th</sup> edition of the Expo is scheduled for **26 to 28 May 2023** and 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 cater the space needed to feature the latest products and services from both local and international exhibitors from 14 countries.

Organised by AsiaEvents Exsic Sdn Bhd, 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.

Attended by visitors from Australia, Brunei, China, Denmark, Estonia, Indonesia, Japan, Malaysia, Maldives, Netherlands, Philippines, Singapore, Thailand, United Kingdom, the expo will feature more than **172 companies** from Malaysia and internationally. On show are the latest and greatest in scuba-diving related products and services, 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 since 2021. Since then, the dive industry has been enjoying more interest with the community growing. She further added that the demand for boating and watersports have never been stronger.

Ms Ness also shared that this year is breaking records with the number of exhibitors – there will be **222 booths** set up for the expo.

### **Opening Ceremony**

The expo will be officiated by **YBhg. Datuk Hajah Saraya binti Arbi**, Secretary General of Ministry of Tourism, Arts and Culture Malaysia on 26<sup>th</sup> May 2023 at 11.00am at Main Stage, Level 2, Hall 6 of MITEC KL.

### **First timers**

This year, the expo will be **welcoming 69 new exhibitors**, including associations such as the Malaysian Sub-Aqua and Malaysian Underwater Hockey Association. Also new is Langkawi Development Authority (LADA), who will be introducing the watersports 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, the expo is expecting to welcome more than **15,000** water enthusiasts including 10,000s professional; and to generate approximately **RM25million in sales** over the 3-day event.

### **WHATS ON MIDE?**

#### **20% off MAS flight**

As the official airline partner for MIDE, Malaysia Airlines offering visitors travelling to KL for the expo a 20% discount on their flights booked by 26 May.

#### **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.

#### **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.

#### **Staying Connected with the Ocean**

Themed "**Let's Stay Connected with the Ocean**" this year, there will be a major focus on the ongoing conservation efforts to keep the 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 impacts of climate change on the ocean, protected marine life and many more projects.

### **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. There will be 10 forum discussions on topics include underwater archaeology, women in technical diving, finding the balance between work and diving, sailing expedition, underwater photography, cave diving, marine conservation, health, dive insurance, and more.

The Ministry of Tourism, Arts and Culture, License department will be talking about a Special License for Dive Operators on Friday.

Dr Wirdati Mohd. Radzi a leading Malaysian Sport Law and Governance expert will share the insight of Regulating the Malaysian Diving Industry.

Jabatan Standards Malaysia will also be presenting on MS ISO on Recreational Diving services which is an essential tool in diving activities.

Stakeholders can also look forward to discuss with the Malaysia External Trade Development Corporation (MATRADE), on member benefits through grants for business events locally & internationally.

### **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; dive gear, remote operating vehicle (ROV), kayaks, boats, packages for watersports, live-aboard packages, courses for freediving, various types of diving fins, dive computers, and the latest technologies available.

### **Prizes to be won**

Visitors who spend at least RM300 will be entered into the Purchaser's Lucky Draw. Collectively, **40 prizes valued at RM75, 000** including a **grand prize** on a live-aboard worth **RM22,000** are all up for grabs over the 3-day event.

### **Unwavering Support - MIDE's heartfelt thank you 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.

The expo will open from 10am to 7pm, Friday 26 May to Sunday 28 May 2023 at MITEC KL.  
To book your tickets, visit [www.mide.com.my](http://www.mide.com.my).  
Follow us on FB, IG & Twitter at hashtag of MIDEEXPO for latest update of the expo.  
For further information, call us at +603 79809902 or email us at: [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 2021 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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