

# Press release

For immediate release

## MALAYSIA TO HOST THE COOLEST DIVE SHOW IN ASIA

The 11<sup>th</sup> Malaysia International Dive Expo (MIDE) 2016 will see diving agencies and other scuba diving related industries all under one roof.

Now in its 11th year and described as both the “**Hottest**” and “**Coollest**” Dive Show in Asia, the Malaysia International Dive Expo (MIDE) 2016 welcomes ‘**DIVERS OF THE WORLD**’ which will be held from 29 - 31<sup>st</sup> July, 2016 at Putra World Trade Centre, Kuala Lumpur, Malaysia.

MIDE is strongly focused on the business of diving to attract trade as well as industry brands. The expo is internationally recognized and well-received by industry players globally. As one of the fastest growing market shares in South East Asia, the expo contributes to a very healthy dive global business market that has had a positive impact on the local economy as well as the tourism industry in Malaysia.

This year, the MIDE 2016 will showcase **250 booths** and anticipate more than **15,000 visitors** with **1,000 exhibitors** from all over the world to be participating in the dive expo. With more than 1,000 brands to be showcased by **200 participating companies**, the turnover for **MIDE2016** is projected approximately at **RM10 Million**.

The soft opening of MIDE 2016 will be officiated by Secretary General of Ministry of Tourism and Culture, Tan Sri Dr Ong Hong Peng on 29 July 2016 at 3.00pm, at Main Stage, MIDE Hall 3, Level 3, Putra World Trade Centre, and Kuala Lumpur.

Visitors will enjoy many lined up programmes that will be beneficial to every divers and to-be divers.

- **Forum on Business of Diving (BOD)** is organized by Malaysia Scuba Diving Association (MSDA) with theme of ‘**FUNDING**’ to emphasize the business aspects of diving on 30 July 2016 at 10am. If you want to venture into business, or import dive equipment or considering of manufacturing locally or even intend to exhibit at an international show, the *Business of diving* will share insights on your dream business. The BOD segment invites all dive business owners, resort, dive centers, distributors, certifying agencies and international manufacturer’s to attend this forum to gain vast knowledge and information that will be provided by the relevant organization. The guest speakers include Encik Aliman Ali, the Head of Program Financing Section from SME BANK, Encik Ruhizam Idris, the Deputy Director of Domestic Investment Division, MIDA and Puan Marina Yusof, Senior Manager Market Development Unit of MATRADE and Puan Nor Yahati Awang, the Tourism Licensing Division will give a presentation on the product and services that are available for the industry players.
- **Global Free Diving Forum** is initiated for the first time to create awareness of free diving in South East Asia. The panel of speakers are Adam Thomas Stern, a 3X Australian record holder, Jonathan Chong, the President of Apnea Association of Singapore and a

free diver and instructor, Mikhael Dominico, A.I.D.A Indonesia, a free diving instructor at Judge and Safety Freediver and our very own Malaysian AZUA SHAFII, the President Of My Apnea Diver (A.I.D.A Malaysia) 2016, SSI Free diving Instructor and Malaysia's national female record holder for free diving, will share the importance of safety measures and techniques to apply on free diving.

- **Person With Disabilities (PWD)** – Speakers will join MIDE for the first time this year to share how scuba diving has made a difference in their life. Panel of Speakers are Ras Adiba Radzi (NTV7 Newscaster) and Senator Bathmavathi (Member of the Upper House Parliament) will share on their life journey on Saturday. Professor Dato' Dr. Zaliha Omar (President - Malaysian Association of Rehabilitation Physicians (MARP) and Associate Professor Dr Nazirah Binti Hasnan, Tuan Hj. Syed Abd Rahman (Ambassador for Diveheart Malaysia) will share their passion that has brought them to work with PWD. There will also be two (2) Students of University Malaya presenting of their success story in scuba diving.
- **Local and International Speakers** will share their expertise in the various fields of dive license, product innovation, photography, conservation, dive travel and adventure travel.
- **Workshop on Free diving** will be presented by Malaysian Free diving record holder Azua Shafii and Australian Free Diving record holder Adam Stern. Both will share on techniques, safety and skill on free diving. If you want to know more on how to hold your breath longer, there will a demonstration at the pool after the workshop. So don't miss this opportunity happening on both Saturday and Sunday.
- **Dive Magazine** – X-Ray Mag, the popular, trusted, eco-friendly, award-winning international dive magazine. This year marks the launch of X-Ray Mag Asia, which highlights dive locations throughout Asia with new dedicated online portals on its global website as well as dedicated digital issues. Originally established in 2003 in Copenhagen, X-Ray Mag has grown globally as the first premier dive magazine in digital format, widely read in North America and Europe. X-Ray Mag will make its entrance at MIDE and be offering free subscriptions and guest gifts to visitors who subscribe during MIDE.
- **B2B Meeting** – The Ministry of Republic of Indonesia will be hold their first B2B meeting on Friday, 29 July to meet with all dive trade industry from both countries on trade exchange.
- **Educational Marine Programme** has been organized for children aged between 6 to 17 years old. The children from YMCA (Deaf Community) will be attending with their parents. The programme consists of marine life and ocean presentation, a pool try-dive and a colouring contest. The will also be presentation by Young Talent, Garri Immanuel Tadlip aged 13 years from Philippines, the youngest photographer who will share his passion on underwater photography at the main stage.
- **Not a Diver Yet** – For non-divers who are keen on trying out diving but unsure if they would like the sport, this will be the right time as there will be a pool for one to try-out with full equipment attached to your body while learning how to breathe underwater. Also, one

stands a chance to enter lucky draws to win an amazing Scuba Fundamental Book that will teach you the right path to enjoy your dive.

- **DiveDiveFanclub** –Members of the fanclub s will enjoy special deals offered for free diving courses and a pool session plus speakers from Thailand and Malaysia will be sharing their success story of being a lady diver in the dive industry that will surely entice you to consider your career or even venture into business in the dive industry that’s booming.
- **Lens Beyond Ocean (LBO)** – An annual photography competition known by photographers of the world. This year the competition received entries from 20 countries worldwide. Additional categories that was included for this year includes creative works and a three minute video which was the highlight of the competition. Winner’s photos will be displayed at the LBO gallery during MIDE. The winning videos will be showcased at the big screen on the main stage during the expo.
- **Other Activities’** – GoPro Malaysia will be organising a contest – ‘Count the Logo’ for participants to win some fabulous prizes. The purchaser who buys more than RM300 will get to enter the lucky draw prizes. Divers and DDFC members introducing their friends will received RM5/- vouchers. Visitors can purchase MIDE T-shirts, Dive Necklace and other merchandize with a promotional price. Tours desk will be set up during the three days for visitors and exhibitors to organize their tours.
- **Free Entrance** are offered to ADCON Delegates, Trade Visitors, Media Representatives, DDFC members, MIDE Underwater card holders, Be A Diver sign-up, Children (under 17 years old), DDI Members, PWD Members and Educational Marine Programme Students.

MIDE is supported by Ministry of Tourism and Culture Malaysia, Malaysia Convention & Exhibition Bureau, MATRADE and Diving Agency PADI, NAUI, TDI/SDI, SSI, Dive Raid, NDL, DAN, together with Local and International Media Partners.

*For more information, please visit [www.mide.com.my](http://www.mide.com.my), or contact us at [info@mide.com.my](mailto: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 weekly updates.*

### About Asia Events Exsic

**Asia Events Exsic (AEE)** was established in Malaysia in 2000 and Australia in 2013 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.

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### About MyCEB

MyCEB was established in 2009 by the Ministry of Tourism and Culture, Malaysia to further strengthen Malaysia's business tourism brand and position for the international business events market. A non-profit organisation, MyCEB serves as a central hub to assist meeting and event planners to bid for and stage international business events in Malaysia and act as a conduit for national product development. MyCEB's goal is to improve its rankings as an international meetings destination within International Congress and Convention Association (ICCA) and to grow business tourism arrivals to Malaysia.

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In November 2011, MyCEB unveiled its business events tagline, 'Malaysia – Asia's Business Events Hub' which encompasses its aim to communicate Malaysia's proposition as a gateway to Asia for meetings – where many of Asia's diverse cultures, languages and lifestyles are represented and have merged through a long history of trade and meetings.

Malaysia Major Events (MME), previously known as International Events Unit (IEU) is another division of Malaysia Convention & Exhibition Bureau (MyCEB). It focuses on identifying and supporting major event bids for sports, arts, lifestyle and entertainment events. It also assists home grown and home hosted events as well as other cluster events that strengthen Malaysia's global appeal as an international avenue for major events.

For more information, please visit [www.myceb.com.my](http://www.myceb.com.my) and follow us on [www.facebook.com/MyCEB](https://www.facebook.com/MyCEB), Twitter (@MyCEB) and Instagram/MyCEB.