



4 - 6 JULY 2008
PUTRA WORLD TRADE CENTRE HALL 4
KUALA LUMPUR, MALAYSIA

PRESS RELEASE 23 MAY 2008

MALAYSIA INTERNATIONAL DIVE EXPO 2008 (MIDE) IS BACK!!!!

Take pleasure in diving the warm waters of Malaysia and to be impressed with the hidden beauty of our planets seas. The awe-inspiring of the oceans can leave us breathless as we ponder how spectacular our underwater world of treasure is. Want to know more.....

Visit The Malaysia International Dive Expo 2008 (MIDE) which is back for bigger and better this time and will be staged Putra World Trade Centre (PWTC), Kuala Lumpur from 4 to 6 July 2008.

The Organizers, AsiaEvents Exsic Sdn Bhd, intends to bring the focused and targeted visitors to explore the industry to exchange ideas and share opinion through trade of products and services. The unanimous responds to last year, has prompted MIDE 2008 to propel and to garner a bigger splash to showcase and promote a wide range of international brands and products, technical developments, training programme and market opportunity in the diving industry.

An exhibition for Diving, Water Sports & Travel Adventure, this exhibition will be on anything and everything from dive to eco travel, resorts destinations, tourism boards, environmental NGOs, live boards, dive equipments, latest on underwater photography and videography innovations.

With more than 15,000 visitors expected, MIDE 2008 will bring this well-honed exhibition to be an excellent meeting point for local and international exhibitors to capitalize on networking opportunities with prospective distributors. Besides being a "must-attend" event for trade visitors, MIDE 2008 is also an exciting exhibition where divers and water-sports enthusiasts can look forward to great dive deals, value for money product, packages, attending seminars and related topics.

There will be 130 booths with more than 90 exhibitors from 30 countries to showcase their products at MIDE 2008. The benefits and advantage of exhibiting at MIDE 2008 are vast and this exhibition has the expertise, the knowledge and the understanding of the dive industry to fully accommodate the needs of both the industry professional and the diving consumer.

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MIDE 2008 is the place to update your diving kit, catch up with the latest products and keep abreast of diving courses on offer. Visitors wanting to get a brief taste of what its like underwater can have a go at the Show Try Dive Pool. A talk with Dive School organization to get your training courses completed and pick of the fabulous array of holiday destinations for your next vacations.

Year 2008 has been designated the second International Year of the Reef by the International Coral Reef Initiative (ICRI). Natural Resources and Environment Department of Malaysia is leading a team of NGO's, academics and government departments to promote IYOR.

MIDE 2008 together with the respective Environmental NGO's, taken steps to create platform for awareness and aimed to aggressively promote, educate the public on the preservation and conservation of our corals and marine life.

Added to the agenda will be Marine Feature Documentaries, Seminar, Talks & Presentation, Forum, Children's Underwater Coloring Contest, Demo Activities and International Underwater Photography Competition.

Calling all enthusiast photographers to participate in the Underwater Photograph Competition as there are over **USD38,000 in prizes** to be won.

Visitors stand a chance of winning **Lucky Dip** worth more than **USD10,000 in prizes** and a **One Lucky Visitor** will walk away with a **grand prize worth USD8,000**.

This event is Endorsed & Supported by Tourism Malaysia, Terengganu State Secretariat, Dewan Bandaraya Kuala Lumpur (DBKL), Kuala Lumpur International Airport (KLIA), Maritime Malaysia, Jabatan Bomba dan Penyelamat Malaysia, Malaysian Amateur Radio Emergency Services (MARES).

Associated Partners are Malaysia Sport Diving Association(MSDA), Professional Association of Diving Instructors (PADI), Scuba School International (SSI), National Association of Underwater Instructors (NAUI), Divers Alert Network (DAN) Asia Pacific and International Technical Diving Agency (ITDA) UK LTD.

Associated Media Partners – ScubaDiver Australasia (Australia), Action Asia (Hongkong), Sport Diving (Australia), Divephotoguide (USA), Dive Log (Australia), X-Ray Mag (Denmark), Underwater.com (Australia), Dive Malaysia, Virtual Malaysia & Dive Directory (UK)

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Our Prize Sponsors – Air Diving Academy (Bali), Odyssea Diving Centre & Cocotinos Island Resort (Manado), B & J Diving Centre (Tioman), Layang-Layang, SeaMonkey Dive & Travel Sdn Bhd, AquaMarine Diving Bali, Panasonic Malaysia Sdn Bhd, DST- Dynamic System Technologies (Singapore), Myth Asia Travel Network Sdn Bhd, Kapas Island Resort and TCE Sports.

More information on the MIDE 2008 is available at www.mide.com.my. For further enquiry please contact telephone 603 7980 9902 & 7981 9909.
