



# Asia Dive Expo 2012

The biggest dive show in Asia expands its size... again!

April 23, 2012, SINGAPORE – The Asia Dive Expo (ADEX) received 31,856 visitors this year, the largest crowd it has ever attracted over the 18 shows that has spanned 17 years. ADEX 2012 moved to Marina Bay Sands from its usual Suntec City location to give this annual event a fresh touch and to take advantage of MBS' bigger hall and facilities.

HAVING taken place over three days from the 13th to the 15th of April (Sands Expo and Convention Center), this year's Guest of Honour is Mr Seah Kian Peng, Chairman of the Government Parliamentary Committee for Community Development, Youth and Sports, and Member of Parliament, Marine Parade GRC, who opened the expo during the Opening Ceremony on 13th April at 3pm.

"As we all know, ADEX is a yearly advocacy tool aimed at raising awareness of the diving world. This year, ADEX turns 18, an apt reflection today – seeing all of you here – of the coming of age. It is the longest running dive show in Asia and with its official publication, *Asian Diver*, it is the only event to be endorsed by major organisations in the industry, such as DEMA, Singapore Tourism Board and Singapore Underwater Federation.

"The presence of all of us here signifies the importance of development of this industry. I therefore wish to emphasise that, it is through collaboration among all stakeholders that this

industry can continue in the important ways that it has, more recently, being advocates of conservation. It is not rocket science that in order to keep enjoying the beauty of our oceans, we have to protect it from so many negatives. Without adequate human, technical and financial support in this area, we may lose some of our most awesome marine creatures, like the magnificent manta rays.

"Therefore, I would like to acknowledge the diving industry stakeholders' support of this excellent sport and the meaningful campaigns and activities that have been an integral part in keeping scuba diving a compelling industry," Mr Seah said in his speech.

John Thet, Director of ADEX, said, "We were surprised at the numbers this year. Though we expected an increase, we did not think it would be so overwhelming. It is a good sign of a healthy industry and no doubt, next year will be even bigger.

"We are also always looking for new and creative ways to inspire more people to be active in preserving our natural environments," Mr Thet continued, seeing how ADEX is the only dive expo in the world that has a strong conservation aspect to it, along with fun promotions to grow the industry.

This year's ADEX was dedicated to manta rays (*manta birostris* and *manta alfredi*). All aspects of this giant fish were publicized and major efforts were taken to educate the public of the plight of the manta ray. ADEX's official publication, *Asian Diver*, has a yearly special edition to commemorate the event. Called *The Big Blue Book*, it includes everything you need to know about the year's dedicated marine life. This year, a limited edition coffee table book version was also launched at the event.

Conservation groups such as Manta Trust ([mantatrust.org](http://mantatrust.org)), founded by marine biologist Guy Stevens, had prominent positioning during the show. Asian Geographic SOCIETY heavily sponsored this conservation org, offering a free booth and funding



Opening Ceremony | From left to right, Mr John Thet and Mr Seah Kian Peng







Mr Stevens as one of the main speakers at the Expo. World conservationist, Shawn Heinrichs, made his appearance as well, despite a recent ski accident. With body brace and all, Shawn was determined to educate people on the plight of the manta ray.

On a lighter note, ADEX 2012 featured some of the world's most celebrated underwater photographers, including David Doubilet and Stephen Frink. Other celebrated photographers and videographers included Aaron Wong, Amanda Cotton, Diego A. Garcia, Imran Ahmad, Indra Swari, Leandro Blanco, Mathieu Meur, Michael Aw and William Tan.

It also brought in the world's best in Technical Diving (see Annex A).

In addition, the finalists of the Miss Universe Singapore, organized by DSP, were announced for the first time at the event, with the contestants themselves being highly visible with stage appearances.

Staying in the pageant realm, the expo also had their Miss PAL-ADEX Ambassador competition. As title sponsor, Ms Marila Revilla of Philippine Airlines (PAL), Country Manager for Singapore, Indonesia and Malaysia, was among the judging panel and also announced the winner at the end. By a large lead, Ms Sarah Hishan from Malaysia was voted the winner by a judging panel that also included Mr John Thet, ADEX Ambassador 2011-12 Denise Keller, Chairman and Founder of Miss Scuba International Robert Lo and local actor Desmond Koh.

"On behalf of Philippine Airlines, please accept our heartiest congratulations to the new Miss PAL-ADEX Ambassador 2012-13, Ms Sarah Hishan. Congratulations also to the first runner-up Jessica Tan and finalists Gyneth Tan and Jiraporn 'Orange' Ruengjaruwatana. Being a finalist is an honor in itself," commented PAL's Revilla.

Sarah receives over S\$15,000 in prizes, which includes:

- Two roundtrip tickets to Honolulu, Hawaii on Philippine Airlines (worth S\$9,000)
- Six days, five nights at Siladen Resort & Spa (worth S\$1,300)
- One Mares Matrix Dive Computer (worth S\$1,500)
- One Seac Set: EGO, GP100 4x4, R1 Torch, RIP RACE, X10 PRO and X10 Octo (worth S\$3,000)
- One custom carbon fibre mask from 1845 Dive Academy (worth S\$80)
- One diving course to advance to next recreational certification level from 1845 Dive Academy (worth S\$600)
- One year *underwater3some* VIP Membership & Subscriptions to *Asian Diver*, *Scuba Diver AUSTRALASIA* and *Scuba Diver THROUGH THE LENS* magazines (worth S\$138)
- One year Divers Alert Network Membership & Insurance (worth S\$190)

Since all good things come in threes, ADEX also launched the search for Miss Scuba International Singapore. The pageant will offer her a unique and comprehensive platform to launch her career and personal development within the industry. The winner of Miss Scuba International Singapore will go on to Bali to represent her country.

The winning delegate of the Miss Scuba International competition (*missscuba.com*) will undertake a year of ocean conservation campaigns to educate and inspire the desire in all of us to do our best to safeguard our oceans. Having had its first dive into pageantry, 2012 is the second year for this pageant. There have been many a beauty pageant held in the past, many embracing great causes, however, none yet have focused on our oceans.

ADEX would like to thank the plethora of sponsors that include:

Canon, 1845 Dive Academy, DAN Asia-Pacific, Gill Divers, GoPro, Mares, Mekong Cruises, MesaStila, Panasonic, Philippine Airlines, Redang Kalong, Ren Scuba Worx, Seac, Siladen Resort & Spa, Singapore Symphony Orchestra, Stabilo, Tasik Ria, The Diver's Den, Seychelles Tourism and Zen Makeup.



Miss PAL-ADEX Ambassador 2012-13 Competition | From left to right, Lunita SV Mendoza (Editor of Asian Diver), Soledad Solleza, Denise Keller, Sarah Hishan and Marila Revilla



ADEX 2013 will take place between 12 to 14 April 2013 at Marina Bay Sands. For more information and high-resolution photos, please contact:

Leslie Quek  
Project Manager  
Asia Dive Expo  
[leslie@asiandiver.com](mailto:leslie@asiandiver.com)

Melvin Wong  
Marketing Manager  
Asian Geographic Magazines Pte Ltd  
[melvin@asiangeo.com](mailto:melvin@asiangeo.com)





# TEKDIVE

## CONFERENCE BY ADEX + OZTeK

DAVID Strike, one of the world's authorities on Technical Diving, together with Terry Cummins, PADI Worldwide Vice President and Director of Market Development Technical Diving Division, opened the TekDive Conference at ADEX 2012. The TekDive Conference included some of modern diving's most illustrious, informed and inspirational speakers.

#### Speakers included:

Gideon Liew (Singapore)  
John Lippmann (Australia)  
Casey McKinlay (USA)  
Professor Simon Mitchell (New Zealand)  
Ben Reymenants (Thailand)  
Dave Ross (Philippines)  
Stuart Shaw (Thailand)

"(These are) people whose knowledge and experiences may challenge and change the way that you think about diving and who, without exception, are happy to share that information.

"The Seminar – presented for the first time at ADEX – takes a closer look at that branch of diving that's commonly referred to as 'Technical Diving'," said Mr Strike.

In a constantly evolving activity like recreational diving, to refer to one aspect of it as, "Technical Diving" is a misnomer; one that is frequently surrounded by myths, misconceptions and the occasional controversy.

This is especially true when one considers that the distinction between Recreational and Technical diving is growing greyer by

the day as we begin to appreciate the advantages that different gas mixes offer over air and as our deeper understanding of gas metabolism increases.

The fact is, that all diving is – and always has been – by its very nature "technical" in that it relies on life-support equipment and technology. Regardless of whether the diver limits his or her depth to the top of coral reefs that lie just a metre or so beneath the surface, or whether they plummet to extreme depths in an effort to discover and explore, the safety and well-being of both ultimately depends on a piece of technical equipment.

In that regard, little has changed since Henry Fleuss\* developed the first self-contained rebreather diving unit in 1879; or Hans Hass\* – using a Drager rebreather – shot his first underwater film back in 1940; or Navy divers like George Wookey\* (who, in 1956, descended to 600 feet in Standard diving dress) helped pioneer the use of gases other than air for deeper dives.

But possibly because of the difficulty (not to mention the expense) in acquiring "state-of-the-art" military rebreather technology, as well as exotic gases such as helium, what we today think of as "Technical Diving" was – even up until 20 years ago – widely considered to be beyond the scope and purpose of recreational diver training. In part, because of concerns with safety.

The fact is that very few of the early technical diving pioneers considered themselves to be anything other than recreational divers. Driven by curiosity about what might lie within the confines of a wreck or a cave, or what hitherto undiscovered life forms lurk in the deeper ocean trenches, the majority pushed themselves to the limits of their knowledge and equipment – sometimes with dire results.

TekDive Conference | Professor Simon Mitchell



For more on the TekDive Conference, contact:

Leslie Quek  
Project Manager  
Asia Dive Expo  
[leslie@asiandiver.com](mailto:leslie@asiandiver.com)

Melvin Wong  
Marketing Manager  
Asian Geographic Magazines Pte Ltd  
[melvin@asiangeo.com](mailto:melvin@asiangeo.com)





# About ADEX

The longest running dive show in Asia, ADEX is organised by *underwater3some*, and its official publication is *Asian Diver*. It is the only event to be endorsed by major organizations in the industry, such as DEMA, Singapore Tourism Board (STB) and Singapore Underwater Federation (SUF). ADEX is also a member of Beyond Ocean Network (BON), whose event partners include DEEP Indonesia, MIDE and TDEX.



From left to right, Mr John Thet, Mr Seah Kian Peng, Mr Benny Yeo and Mr Leslie Quek



Opening Ceremony | Mr David Doubilet



Top Finalists of Miss Universe Singapore 2012



Voice of the Ocean Competition Live Judging | From left to right, Mr Matt Weiss, Mr Diego Garcia, Mr Michael Aw, Mr David Doubilet and Mr Dietmar Fuchs



ADEX 2012 Kids' Zone



Try-dives at the dive tank



uw3some shop

# About Asian Diver

With articles drawn from the world's best underwater journalists, photographers and academics specializing in Asia, *Asian Diver* magazine was created for the serious diver who understands the challenging lure of the deep blue. Twenty years on, *Asian Diver* has become a brand known around the world for its penetrating and unique insights into the world's richest dive regions. Featuring content that helps to boost the industry, the magazine promotes continuing education and increases knowledge and awareness of the sport. Aimed at industry leaders that include dive agencies, equipment manufacturers, dive operators and especially those working on the ground – our intrepid instructors and dive leaders – the magazine strives to create a community committed to preserving the sport so well loved the world over.

*Asian Diver's* sister publications are *Scuba Diver AUSTRALASIA* and *Scuba Diver THROUGH THE LENS*. *Scuba Diver AUSTRALASIA* offers everything the modern diver wants and needs to know about exploring our fascinating oceans and encountering the creatures within it. Teaming up with *DivePhotoGuide.com*, a world leader in underwater photography media, and *Edition Fifty Fathoms*, the prestigious art photo magazine collectible, *Scuba Diver THROUGH THE LENS* was created, the first international underwater photography and videography magazine.

# About underwater3some

From the depths of over 69 years of pure diving experience, *underwater3some* is a platform offering everything the scuba aficionado wants and needs to know about exploring our fascinating oceans and encountering the creatures within. Brought to you by the *Scuba Diver* magazines (SDAA & SDITL), Asia Dive Expo (ADEX) and *Asian Diver* magazine – three prominent brands in Asia's dive industry – these ocean giants have dominated every aspect of diving, being the biggest voice, eyes and ears of the big blue and all those who appreciate and protect it.

underwater3some.com

ASIA DIVE EXPO

ADEX18

SDAA31

AD20

AsianDiver

The BigBlueBook

SCUBA DIVER

CORAL JEWELS

THROUGH THE LENS SCUBA DIVER

BEAUTY EDITION