



THE GIANT GROWS



The onslaught begins

Visitors

38,342

A 16% increase in visitors from last year

21,553 local
16,789 foreign
[48 countries]

DATE	Trade	Consumer
APRIL 19	9,000	5,019
APRIL 20	18,349	12,937
APRIL 21	11,638	9,818

490 try-dived at the tank and swimming pool, from ages **4-42**

2,000+ signed up for diving courses

1,000+ signed up for Open Water courses



The Opening Ceremony with some of ADEX's distinguished guests



The launch of the Historical Diving Society Asia: (L-R) Clement Lee (HDS Asia), John Thet (ADEX), Ernest H Brooks II (HDS USA), Leslie Leaney (HDS USA) and Bob Ramsay (HDS Asia)

ADEX 2013 has been touted as the best dive show in the world with participants dumbfounded at the amount of sales made compared to all other dive shows they have participated in across the globe.

This year, hall space at Marina Bay Sands was extended, yet at peak sessions, walkways were chock-a-block full of visitors trying to get their hands on the latest dive gear and accessories, as well as to-die-for prices offered only at ADEX.

As well, seminars, talks, workshops, try dives, fin swimming, underwater hockey, a photo competition and a dialogue session created a whirlwind experience for visitors, who couldn't decide where to look first.

The Chairman of the National Water Safety Council, Dr Teo Ho Pin graced the Opening Ceremony as Guest of Honour, while Vikram Nair, Member of Parliament for Sembawang GRC took time out to visit the show and meet the ASEAN tourism boards who participated, making this expo one to watch.

One of the highlights as well was the presence of Ernest H Brooks II, who is considered legendary in the world of underwater photography. His was an appearance unsurpassed and for those who understood the credence of this great man will know of ADEX's magnitude.



An opening success: (L-R) Mr Song (SUF President), Ernest H Brooks II (HDS USA), Guest of Honour Dr Teo Ho Pin, Dayu Prastini (MSI 2011), John Thet (ADEX), Yvonne Tan (MSI Singapore) and Jaime Piyada Monmaneerat (MSI 2012)



A close shave: Jonn Lu (Shark Savers) de-hairs Clement Lee (HDS Asia)

Member of Parliament for Sembawang GRC Vikram Nair supports the Asian Geographic SOCIETY



Guest of Honour Dr Teo Ho Pin says a few words at the Opening Ceremony



Try dive for kids at the pool



Try dives for adults at the famous ADEX tank

Official publication: **AsianDiver**

Held in: **YourSingapore**

Endorsed by: **DEMA**

In association with: **be a diver.com**, **Beyond Ocean Network**

Official Hotel: **capri**

Medical: **Red Cross**

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ADEX Official party venue sponsor: **IndoChine**

Media partners: **Diveguide.com**, **DIVING DIVELOG**, **DIVE**, **OCEAN**, **underwater**

Supporting media: **SCUBADIVER**, **SCUBADIVER**, **ROAD**, **Geographic**, **JUNIOR KIDS SCUBA TRYOUTS**

Supported by: **SEA WORLD DIVE**



Ben Reymentants (right), ADEX 2013 Tek Speaker, and company have some fun at Cassis



Leslie Leaney and Ernest H Brooks II (HDS USA) get comfy at the VIP lounge

April 19, VIP/Speakers Welcome Party COOL CONGREGATION

THE FIRST OCCASION to network and meet industry equals was presented at the speakers and media gathering at Cassis, a luxe club in Singapore's Clarke Quay. The swanky settings gave speakers a laid back opportunity to mingle and meet acquaintances as cool music enveloped the night, glossed over with titillating tipple. Old friends had the chance to toast the good times and *Asian Diver* had the good fortune of getting acquainted face-to-face with contributors old and new. The more established names in the diving industry hung out with the renowned Ernest H Brooks II, while clients of Asian Geographic Magazines Pte Ltd got to chat with some of the diving world's exceptional experts. It certainly was a night to remember.



Networking pals: Miss Scuba International Director Billie Tan with long time ADEX booth participant



Amanda Cotton and Lia Barrett (ADEX 2013 Photo Seminar Speakers) get geeky



Cheers! (L-R) Charlie Fasano (OAS Society), Nick Coburn Phillips (ADEX 2013 Conservation Speaker), mother of Nick, Jonn Lu (Shark Savers) and Brent Stewart (ADEX 2013 Conservation Speaker)



The Big Blue Buzz: The ADEX forum between angels of our ocean

April 20, The Big Blue Buzz CREATING A BUZZ



Food for thought as conservation methods are discussed: (L-R) Nuraliza Osman (Facilitator), Alessandro Ponzo (Marine Biologist), Louis Ng (ACRES), Steve De Neef (Conservationist) and Samantha Craven (Oslob's Whale Shark Project Coordinator)

KIDS ZONE AT ADEX 2013

THERE WAS A LOT going on at the Kids Zone at the Asia Dive Expo this year. This year's Kids Zone had a huge space, where kiddies could come and take part in a colouring competition sponsored by Stabilo, paint on t-shirts with Canvas of Nature and paint with Rogest, artist extraordinaire. Over three days, adults and kids alike filled four large canvases with fish and other sea creatures. The art, autographed by Ron himself, will be put on display and either auctioned off for charity or donated to a children's hospital.

This was also the first time the kids could try scuba diving. Replete with child-sized equipment and friendly instructors from SunFish Dive Adventurer, the kids had so much fun in the pool. Why, most of the parents even signed them up for the full course!

THE SECOND DAY OF ADEX 2013 brought to light an important question: what approach should be encouraged in the process of igniting awareness about the whale shark's plight? In the wake of an eco-commercial fashion photography collection that featured the animal aesthetically, conservationists are maintaining different points of view.

To hear both sides of the story, two teams were fielded to evaluate the outcome of such a practice. One group was in favour of the positive environmental impact that only beauty and entertainment can spark off, while the other argued that an extensive shoot of this nature triggers destructive habits, which come hand-in-hand with unnecessary human-shark interaction.

Samantha Craven of Team Green revealed a burning situation where whale sharks in Oslob have been conditioned to associate people and boats with food, thereby causing grave accidents to more than one animal; Team Blue contested that close contact and response from these sharks do not necessitate unregulated feeding, and thus, the benefits in terms of impelling people to safeguard the interests of something they see as precious and beautiful far outweigh other concerns.

Miss Scuba International



Miss Scuba International: (L-R) Yvonne Tan (MSI Singapore), Dayu Prastini (MSI 2011) and Jaime Piyada Monmaneerat (MSI 2012)

In a show of support for the global dive community and endangered marine creatures, the contestants of Miss Scuba International 2012 graced ADEX with their respectable presence. Besides representing universal beauty and elegance, these individuals more importantly play the role of underwater activists, promoting healthy, sustainable dive practices as well as conservation ideologies.



So many young 'uns: Future divers?



A packed rebreather workshop with Dave Thompson

April 20-21, Tek Dive Seminar

HANGIN' WITH THE BIG BOYS

THIS YEAR'S TEK SEMINAR was a journey into some of the most intriguing of encounters. Targetted at divers of a more advanced level, the seminars told of tales that comprised bravery, comprehensive knowledge, history and a strong sense of curiosity and adventure.

Attendees came bright-eyed and motivated. This, with a mix of humour and light-hearted approach in some instances, and serious, thought-provoking discussions in others, made this deep diving, intricate seminar simply fascinating.

The macho DNA of divers in this realm is multiplied. Honestly speaking, the Tek Seminar speakers are actually heroes of the diving world, going where no man has gone before. Those who come to listen in and learn are mere mortals, who yearn for such powers.

The likes of Ben Reymenants, Rod MacDonald, Dave Thompson, Dave Ross, Gideon Liew, Bruce Patridge, Jarrod Jablonski and Simon Pridmore made this year's tek moments truly memorable ones. It has laid a mesmerising path to a much anticipated line up for ADEX 2014.



Taken on an adventure with Ben Reymenants



Fascinating history of wrecks by Rod MacDonald



Hardcore tekkie Gideon Liew



Intriguing details by Bruce Patridge

April 19-21, Photo/Video Seminar

THE UNDERWATER STORY THROUGH IMAGES

Ocean Gallery & Photo/Video Seminar TV Sponsor

BRAVIA

ADEX 2013 presented a pool of award-winning underwater photographers for its Photo Seminar. Over the course of three days, Matt Weiss, Amanda Cotton, Lia Barrett, Nick Coburn, Steve De Neef, Michael Aw, Jason Isley, Imran Ahmad, Mathieu Meur, Indra Swari, Shawn Heinrichs, Aaron Wong and William Tan shared their insights, inspirations, and recent works. They also entertained with stories of their undertakings. Barrett's novel experience on board a homemade submarine was a particular crowd-pleaser.

The speakers met with capacity seatings, averaging a 40-member audience, composed mostly of non-photographers or amateurs. "There isn't much difference between an editor, a photographer or a diver because everyone is always trying to tell a story, be it with writing or images. And a diver is always looking for that drama that naturally unfolds with every dive," explained Weiss, publisher and editor-in-chief at *DivePhotoGuide*.

Several speakers also took the chance to introduce to the audience pioneering works in underwater photography. Isley showcased photography with creative use of miniatures. Heinrichs spoke of imbuing marine life with human personalities to push the envelope on the conservation message. And Wong shared, for the first time in public, an underwater light stacking technique he developed from commercial studio photography.



Lia Barrett in action during the Photo Seminar



Shawn Heinrichs takes to the front for his photography presentation



No more seats: Imran Ahmad attracts a massive crowd during his slot

April 20, The Ultimate Blue Affair with Ernest H Brooks II

FORBIDDEN PLEASURES

THE OFFICIAL PARTY of ADEX 2013 returned to a favourite old haunt. With some early arrivals, IndoChine's Forbidden City at Clarke Quay became the place to be as almost everyone who is anyone in the dive industry came out to play. The party's Guest of Honour, Ernest H Brooks II himself, made a touching presentation of his work, which captured a very strong message of conservation. The combination of its moving audio and visuals brought tears to many a diver's eye. It was a much-awaited moment to witness rare greatness. With drinks flowing and finger food floating around, attendees had the time of their lives. Setting the premise alongside IndoChine's towering terracotta warriors and elegant blend of old-world oriental charm and modern sophistication within, raggaeton and R&B tunes impressed the night effortlessly.



Launched: *Dive The Big Blue: A Historical Affair*, showcasing an extensive look at the evolution of the diving world, exhibiting the stunning black and white works of underwater photographer extraordinaire Ernest Brooks II and chronicling the world of underwater photography



Priceless gifts for the lucky few at IndoChine: (L-R) Bob Ramsay (HDS Asia), Ernest H Brooks II (HDS USA) and Leslie Leaney (HDS USA)



A heart warming presentation: Ernest H Brooks II present his works to an exclusive audience at IndoChine



Best Conservation Org: Jonn Lu of Shark Savers (right) wins for his org a free booth worth S\$4,200 at ADEX 2014



Best Booth ADEX 2013 goes to Seacam, who wins a free booth worth S\$4,200 at ADEX 2014

ADEX Official party venue sponsor



It's party time for exhibitors and speakers



SUF president Mr Song accepts a gift from Ernest Brooks



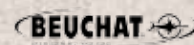
All eyes on ADEX's proud new ambassador, Nuraliza Osman

This year's ADEX Ocean Ambassador 2013-2014 is Nuraliza Osman, who cuts our new vision with a stellar record in dive experience, knowledge of marine life and a passion to educate the young about the prevalent condition of our ocean. As part of her mission as ambassador, Nuraliza is spearheading an online book project on the physiology and anatomy of underwater creatures that will be widely distributed in Asia. She foretells that through exciting virtual dives, children would develop a love for the open sea and impart changed mindsets surrounding shark fin and manta ray consumption.

The profile of this honourable accolade has yet again been raised thanks to quality dive gear and products provided by our generous sponsors, Beuchat, Nikon and Oris.

Follow Nuraliza Osman's journey in *Asian Diver*.

Gear Sponsor



Camera Sponsor



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Keen listeners as history is revealed

KNOWING THE PAST

ADEX 2013 for the first time in its history displayed an extensive array of precious scuba diving antiques at its Historical Diving Society Asia Museum. The historically significant items were on loan from several distinguished persons in the diving industry and were set up to commemorate the Historical Diving Society Asia's launch.

Among the items were several pieces from the personal collection of the late Mr Khoo Soo Seng, one of Singapore's scuba diving pioneers. Of the ensemble, some of the more interesting pieces included the AVM1M, the first Soviet built SCUBA set, and the BioPak 45, a terrestrial rebreather originally designed for fire fighting and mine rescue that was modified for underwater use. The items that garnered the most attention, however, were the three iconic diving hard-hats, two of which were generously loaned to the museum by KB Associates Pte Ltd.

The museum proved to be a popular attraction at the 19th reiteration of ADEX, captivating the interest of many a visitor, and even effecting a visit from Vikram Nair, Member of Parliament for Sembawang GRC. With the success it had this year at the expo, one can certainly look forward to the reappearance of the museum again at the next ADEX.

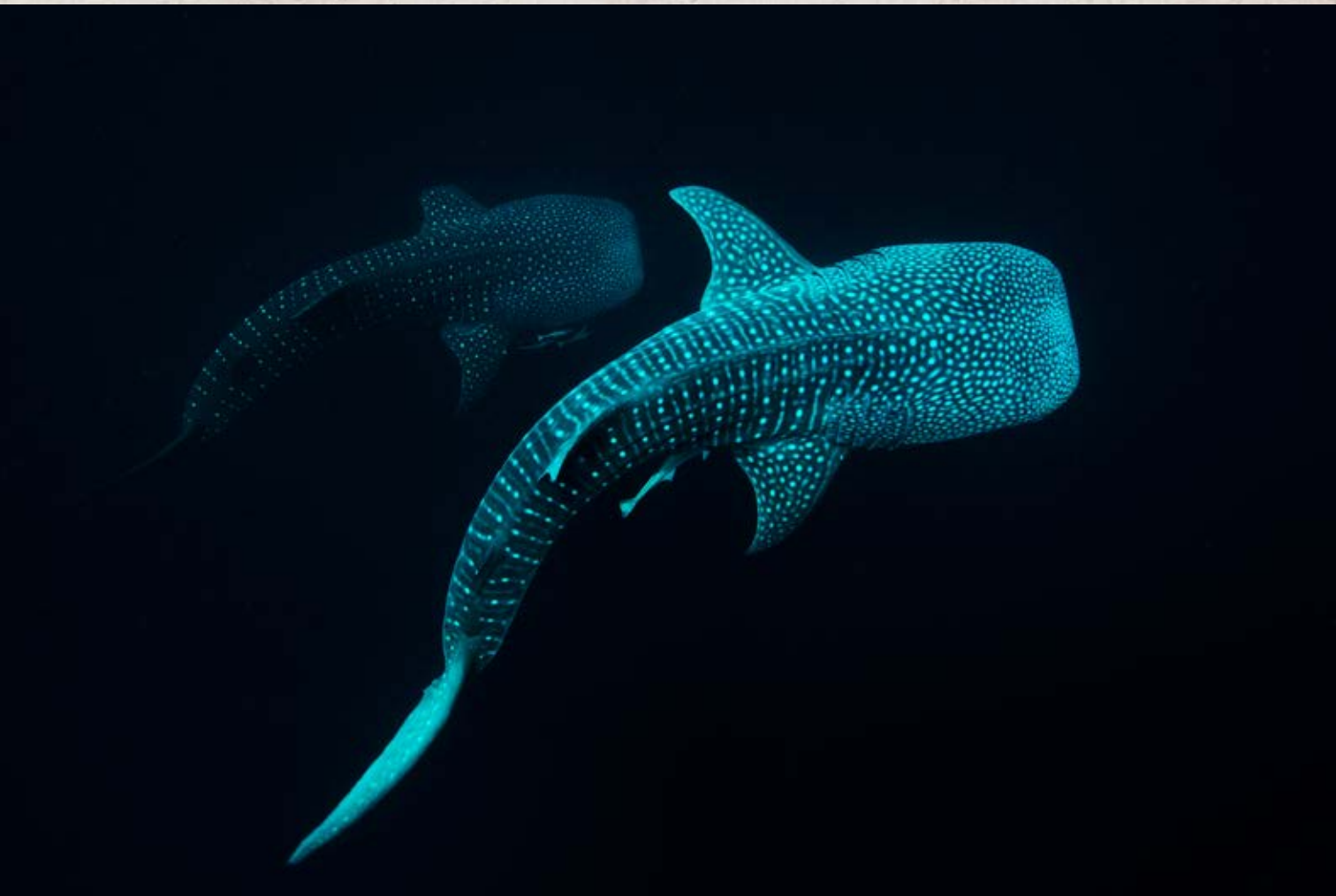


The much awaited book, *Dive the Big Blue: A Historical Affair*

April 21, Voice of the Ocean 2013 Winners

WHEN PICTURES SPEAK OF OUR OCEAN'S BEAUTY

VOICE OF THE OCEAN COMPETITION 2013 culminated in an exciting live judging session that left the audience with unforgettable visual takeaways. Entries this year wowed even our eminent judges, who visibly struggled to pin down a single winner for each category. Demonstrating a high level of photographic expertise, stunning angles, brilliant artistry and salient messages – the competitive showcase was truly inspiring, as many from the full-house sitting have applauded.



↑
ADEX PHOTO OF THE YEAR

Jorgen Rasmussen from Teneriffe, Australia

1st prize: Nikon Camera + Kit • ORIS Watch valued at S\$3,500 • 8-day/7-night liveaboard trip to Northern Palawan, Philippines, for ONE person valued at US\$2,500 (sponsored by Discovery Fleet)

ADEX VIDEO OF THE YEAR →

Adil Schindler from Cabo San Lucas, Mexico

1st prize: Nikon Camera + Kit • ORIS Watch valued at S\$3,500 • 6-day/5-night liveaboard trip to Thubbataha, Philippines, for ONE person valued at US\$1,600 (sponsored by Discovery Fleet)



↑
BEST ARTWORK FOR THE CONSERVATION OF WHALE SHARKS

Anuar Abdullah from Kuala Lumpur, Malaysia

1st prize: Nikon Camera + Kit • REACTOR Poseidon Limited Edition watch valued at US\$2,300



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A meeting of distinction



World-renowned names in the diving industry graced ADEX 2013 with great reception. Their presence allowed for an array of epic events during the weekend expo within the tek diving realm, as well as the world of underwater photography.

Their capacity and admirable capability would not have been possible without some pampering from the ADEX 2013 Official Hotel, Capri by Fraser. Urban inspired, high tech and intuitive to meet the always-on lifestyle needs of today's divers, it cuts through the conformity of typical hotels, bringing together the extensive range of facilities and services of a smart hotel together with the comfort and convenience of a full serviced residence.

This BCA Green Mark certified development, Capri by Fraser, Changi City/Singapore, is thoroughly committed to the implementation of environmental sustainable practices. No doubt, divers would be the first to applaud such an exemplary practice.