

## ADEX by ASIAN DIVER

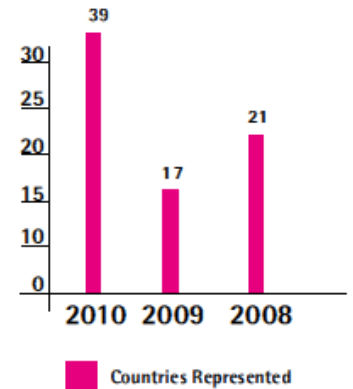
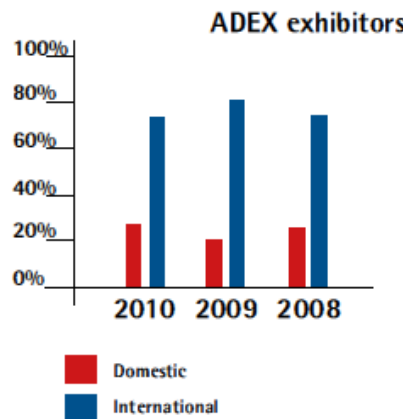
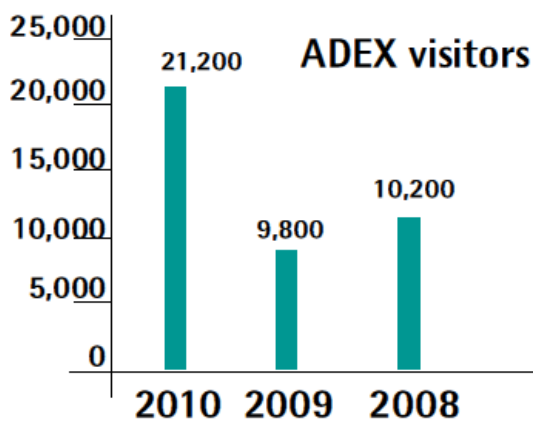
ASIAN GEOGRAPHIC MAGAZINES PTE LTD  
 No. 1 Syed Alwi Road, #06-01,  
 Song Lin Building, Singapore 207638  
 Tel : (65) 6298 3241 Fax : (65) 6291 2068  
 Web: www.AsianDiver.com



## EVENT PROFILE

### POST EVENT STATISTICS

- Visitors across 3 day event; 21,200+
- Exhibiting companies; 104, representing 39 companies



### List of 2010 Exhibitors

- A & L Adventure & Leisure
- Acronman Enterprise
- Amazing Dive
- Aqua-Fototeam & BS Kinetics
- AquaMarine Diving - Bali
- Arena Travel
- Asian Diver
- ASIAN Geographic
- ASIAN Geographic JUNIOR
- ASIAN Geographic Passport
- ASIAN Geographic Society
- B&J Diving Centre
- Bastianos
- Cambridge Dive Systems
- Cherokee Adventure
- Christmas Island Tourism Association
- Clearvision Eye Clinic & LASIK Centre
- Cocotinos Boutique Beach Resorts
- Critters at Lembeh
- Culture and Tourism of Manado City
- Deep Indonesia
- DiCAPac
- Dive Asia Now
- Dive This
- DiveGuide.com
- DiveJunkie
- Divers Alert
- Network DiveShop@sg
- Dream Divers Indonesia
- Eco Divers
- Eco-Divers Malaysia
- Eko Asia Pacific
- Epoque
- Extra Divers Worldwide
- Fishermen Scuba
- Fish'n'Fins & Ocean Hunter Palau
- Free Flow Divers
- Friendly Waters
- Froggies Divers
- Fun-In
- Guam Visitors Bureau
- Halcyon
- Hydro Sapiens
- Jakarta Hotels & Resorts
- KONI Investment
- Kon-Tiki Thailand
- Kungklungan & Tasik Ria Experience
- L & W Compressors
- Lembeh Hills Resort & YOS Dive Indonesia
- Liveboard Association of Maldives
- LUMI-NOX
- MIDE
- Minahasa Lagoon Resort
- National Geographic Store
- Nature Society Singapore
- Nautilus Explorer
- Novatech Resources
- Ocean Geographic
- Ocean Minded
- Oceanic Asia Pacific
- ODEX
- Opcon
- PADI Asia Pacific
- Papua New Guinea Dive
- Papua-Diving / Bittenbysharks
- Petatech
- Philippines Department of Tourism
- Power Balance
- Project AWARE Foundation
- Prosun Swimwear & Swim Accessories
- Red Army Watches
- REN Scubawork
- Rodney Fox Shark Expeditions
- Sabah Tourism Board
- Scuba Seraya Resort
- Scubacam
- ScubaDiver AustralAsia
- Sea Shepherd Conservation Society
- Seacam
- Sport Diving Magazine
- Subal
- TDEX
- Thalassa
- The Panoly Resort
- Timor-Leste Dive Photo Contest
- Turismo Timor Leste
- Tulamben Wreck Divers Bali
- Turtle Bay Dive Resort
- Two Fish Divers
- underwater australasia
- Wakatobi
- Wakatobi Regency
- Walea Dive Resort
- Waterproof
- White Manta Diving
- Worldwide Dive and Sail
- WWF-Singapore
- X-Ray Magazine
- Zear Corporation

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**LIST OF 2010 MEDIA COVERAGE**

During the ADEX 2010 Opening ceremony, the following media attended the event:

- Victoria Vaughan and Desmond (photographer): Straits Times
- Henrine Lui: MediaCorp Radio Capital 95.8
- Amanda Wong and Muhmd Raydza (cameraman): RazorTV

<b>Date</b>	<b>Details</b>
6 April 2010	Channel NewsAsia online; Primetime Morning - The section "Coming up on Primetime Morning" mentioned the interview with Stan Waterman.
7 April 2010	Shin Min Daily - Headline: Escaped from the jaws of a shark, with 462 stitches, man becomes shark conservationist. This featured an interview with Rodney Fox.
7 April 2010	ChinaPress.com - A repeat article of the Shin Min Daily piece.
8 April 2010	Expat Living Singapore website mentioned ADEX 2010 in their "What's on" section. This also provided a description on ADEX 2010, which included highlights of the launch of the "Loving Sharks" photo-book, launch of BON, Try-dive Zone, Live Art Creation and Kids Interactive Zone.
8 April 2010 - 9.15am	Channel News Asia; Primetime Morning Singapore - A live interview with Stan Waterman and John Chip Scarlett.
9 April 2010 - 5.00pm, 6.00pm, 7.00pm	Mediacorp Radio 95.8 - News segment, which interviewed John Thet and YC Lee
10 April 2010	Straits Times online and Straits Times. - Headline; Tide turns in favour of saving sharks. Featured interview with Shawn Heinrichs.
10 April	RazorTV - The online TV show featured 3 segments taken at ADEX: "Scuba dive for free!", "I swam with sharks", "Sharks in Suntec"
To come in June or July 2010	Feature in the Expat Living Singapore magazine on shark fining with Shawn Heinrichs.

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## POST EVENT PRESS RELEASE

Asia Dive Expo 2010 a Splash with 21,000 Visitors

The annual Asia Dive Expo (ADEX) ended on Sunday after three days of nonstop action at Singapore's Suntec Convention Centre.

Now in its 16th year, ADEX is the longest-running dive show in Southeast Asia and now truly "by divers, for divers": the show is organised by *Asian Diver* magazine, a publication of Asian Geographic Magazines Pte Ltd.

ADEX 2010 drew 21,200+ participants from 49 countries – more than triple of last year's number. "The visitor number really exceeded our expectations," said Laura Goddard, project manager of ADEX 2010. "Asia is without doubt an unbeatable dive location with some of the top dive spots in the world and we're confident ADEX will do much to spur the growth of the industry in this region."

The show featured more than 100 exhibitors representing various dive entities from across the industry. These included dive equipment manufacturers and retailers, tourism boards and travel agents, dive centres, dive resorts and liveboards, underwater photography retailers, diver training agencies, marine conservation groups, dive media and diving associations.

This year's ADEX was dedicated to sharks. Legendary filmmaker Stan Waterman and award-winning photographer John A. Scarlett spoke about the urgent need to conserve these apex predators, whose numbers are decimated by the inhumane practice of shark finning. The show saw the international launch of Scarlett's new book, *Loving Sharks* while Singaporean artist Marcus Lim, created a specially commissioned painting depicting the brutal truth about shark fin soup as thousands of visitors looked on.

"Many people are still unaware or doubtful of the issue of shark finning," said Jonathan Meur, editor of *Asian Diver* and features editor to *Scuba Diver AustralAsia*. "Through our magazines we hope to spread the word on why sharks matter and how we can all play a part in stopping this cruel practice [of shark finning]."

Many exhibitors appeared encouraged by the better-than-expected turnout and have already booked their booths for ADEX 2011. "We want to thank all those companies that supported us this year. Given our background is publishing, we really appreciate those who trusted when we took on the challenge of such a large event. As an example of our gratitude, all 2010 exhibitors will enjoy a minimum 5% discount off booth prices for the next five years," said John Thet, managing director of ADEX and publisher of Asian Geographic Magazines. "I'd also like to thank the dive community for their support... we'll be back even bigger and better next year."

ADEX 2011 will be held from April 22–24 at Singapore's Suntec Convention Centre (Exhibition Hall 404). The theme of the expo will be turtles as voted on [AsianDiver.com](http://AsianDiver.com). For updates, visit [www.asiandiver.com](http://www.asiandiver.com) and [www.scubadiveraa.com](http://www.scubadiveraa.com).

Other highlights of ADEX 2010 included:

- Scuba tryout for newbies in a special tank with glass windows (supported by DEMA and REN Scubaworx), as well as a chance to check out a revolutionary rebreather system (by Cambridge Dive Systems) in the same tank.
- Showcase of winning entries from the "Voice of the Ocean" competition (with Photo, Video, Arts and Youth categories).
- Announcement of the Timor-Leste Underwater Photo Contest, with a special video message by President José Ramos-Horta.
- Underwater photography talks by renowned photographers such as Stan Waterman, John Scarlett, Todd Essick, Aaron Wong, William Tan and Mathieu Meur.
- Marine conservation talks by the World Wide Fund for Nature.
- Live, ocean-themed music by Belgium composer and pianist Eric Bettens.
- Free photoshoot for visitors, who get to be featured on the cover of *Asian Diver* and *Scuba Diver AustralAsia* magazines.
- Kids' corner by *ASIAN Geographic JUNIOR* and colour pencils from Stabilo.
- Make donations to support shark conservation with mask straps, reusable shopping bags and magazine subscriptions – proceeds of which go to Asian Geographic Society's "Save the Sharks" campaign.
- First worldwide real-time webcast of a dive event, on [www.asiandiver.com](http://www.asiandiver.com).
- Speakers: Stan Waterman, John 'Chip' Scarlett, Shawn Heinrich, Rodney Fox, Todd Essick, Jürgen Freund, William Tan, Aaron Wong, Mathieu Meur, John Rumney and many more.
- Sponsors: Aaron Wong Photography, Acronman Enterprise, Arenui The Boutique Liveboard, ASIAN Geographic JUNIOR, Block UP!, Canon, Chronicle Books, Coppertone, Davidoff, Friendly Waters, Kon-Tiki Thailand, Lembeh Hills Resort, Minahasa Lagoon Resort, Miss Scuba, National Geographic Store, Project AWARE Foundation, Prosun Swimwear & Swim Accessories, Rodney Fox Shark Expeditions, Scuba Seraya Resort, Thresher Shark Divers, Timor-Leste Dive Photo Contest, Toshiba, Tusa, Wakatobi Dive Resort and Waterproof

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**POST EVENT FIGURES REVIEW**

	Pre-Event Estimations	Post-Event Results
<b>(b) Exhibiting Companies</b>		
Foreign	70	70
Local	30	34
Total	100	104
<b>(c) Visitors</b>		
Foreign	13000	12843
Local	7000	6894
Total	20000	19737
<b>(d) Exhibiting Personnel</b>		
Foreign	350	968
Local	150	568
Total	500	1536
<b>(e) Participating Countries</b>		
Total number including Singapore	24	39

**Additional Figures**

Description	Quantity
Trade Visitors	1,071
Cash Ticket Voucher	3,617
S\$0 Value Ticket Voucher	500
Exhibitor Passes	1,536
Exhibitor entitlement complimentary tickets (100 each)	11,858
Children age 14 and below	982
Free Entry tickets	1,709
<b>Total</b>	<b>21,273</b>