

SINCE	1999	2008	2009	2010	2014	2010
AsianGeo.com	ASIAN Geographic ASIA WITHOUT BORDERS	ASIAN Geographic passport TRAVEL WITHOUT BORDERS	ASIAN Geographic JUNIOR ASIA AT YOUR FINGERTIPS	ASIAN Geographic THEREAD THE WAY YOU READ	ASIAN Geographic BIGREAD THINKING IS A WAY OF	ASIAN Geographic images of asia
	uw3some.com	AUSTRALASIAN SCUBADIVER READ MORE, DIVE MORE	AsianDiver BY SCUBA FOR DIVERS	ASIA DIVE EXPO 2014 Dedicated to coral reefs	underwater 3some SD + ADEX + AD	THROUGH THE LENS SCUBADIVER YOUR GUIDE TO UNDERWATER PHOTO + VIDEO
SINCE	1981	1992	1995	2010	2011	

For Circulation



**Dedicated to
coral reefs**

ADEX 2014 POST EVENT REPORT



For Circulation

1. INTRODUCTION TO ASIA DIVE EXPO (ADEX) 2014

Boasting history of 20 years, ADEX has been and is still the biggest and longest dive expo in Asia, with the claim of being a “must-attend” event. From across the globe, it brings together distinguished VIPS and speakers, business owners, dive operators, enthusiasts, marine conservationists and all those with a passion for the underwater world. It is an event endorsed by major organisations in the industry, such as DEMA Show (USA), Singapore Tourism Board (STB), and Singapore Underwater Federation (SUF). Proudly, ADEX is also a member of Beyond Ocean Network (BON), whose event partners include DEEP Indonesia, MIDE and TDEX.

Successfully organised by the Underwater3some Group (UW3some) for five years, ADEX continues to attract strong crowds of exhibitors and icons representing the whole spectrum of the dive industry, drawing enthusiasts who wish to catch a glimpse of the professionals, their sophisticated gadgets and latest masterpieces. ADEX 2014 attracted a total of 39,687 visitors over three days.

1.1 ADEX 2014 SCHEDULE

Taking place over three days from April 11–13, 2014, at Marina Bay Sands, Expo Halls B and C, ADEX 2014 will be having world-renowned marine life artists, conservationists and photographers to speak about their passion and work towards marine life.

1.2 ADEX 2014 ICON

This year’s chosen ADEX icon, which is the show’s dedicated marine life where activities are garnered to heighten awareness of its preservation, is the coral reefs. All aspects of this diverse ecosystem will be publicised and major efforts will be taken to educate the public about the issues that threaten their existence. ADEX attendees can find out how they can do their part to help protect the coral reefs.

1.4 ADEX OFFICIAL PUBLICATION

The ADEX official publication, *Asian Diver*, has an annual ADEX edition to commemorate the event. Called *The Big Blue Book*, designed to be a reference material, with the bulk of the publication focusing on everything you need to know about our coral reefs, this collector’s edition issue provides premium photographs, interaction articles and scientific overviews. Furthermore, it acted as a pre-event show guide for ASIA DIVE EXPO, including event information, speaker details and agenda. This magazine was out on newsstands early March, which included a free ticket into ADEX 2014.



For Circulation

Asian Diver is also the official publication of Historical Diving Society Asia (HDSA), China Underwater Association (CUA), Singapore Underwater Federation (SUF) and Shark Savers Asia Pacific.

2. OVERVIEW OF ADEX 2014



3. Visitors

3.1 Visitor Statistics for ADEX 2014

3.1.1 Total Countries: 64

3.1.2 Total Visitors: 39,687

Local Visitors	Foreign Visitors
22,842	16,845

Day	1 (11 April)	2 (12 April)	3 (13 April)
Total Visitors	9,384	17,946	12,357

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3.2 Visitors' and Exhibitors' Survey Results

QUESTIONS	YES	NO	UNSURE
Are you generally satisfied with ADEX 2014?	98%	1%	1%
Have you visited any past ADEX before?	62%	38%	0%
Was the publicity of ADEX 2014 adequate?	84%	12%	4%
Did the invited Speakers for ADEX 2014 impress you?	88%	4%	8%
Are you satisfied with the visitors' turnout for ADEX 2014?	99%	0%	1%
Are you satisfied with your sales turnover for ADEX 2014?	90%	5%	5%
Did your company meet your desired objective?	96%	2%	2%
Do you think ADEX is a world-class trade expo?	91%	4%	5%
Would you participate again in ADEX 2015?	100%	0%	0%
Would you recommend ADEX to your network?	100%	0%	0%

4. Growth of ADEX

4.1 Past 5 Years of ADEX

Year	2010	2011	2012	2013	2014
Dedication	Sharks	Sea Turtles	Manta Rays	Whale Sharks	Coral Reefs
Venue	Suntec	Suntec	MBS	MBS	MBS

4.2 ADEX 2014 Floor Plan





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4.3 Floor Area

2010 (SQM)	2011 (SQM)	2012 (SQM)	2013 (SQM)	2014 (SQM)
2,500	3,850	4,500	5,500	5,500

4.4 Total Exhibitors

Year	2010	2011	2012	2013	2014
Booth	127	200	192	252	243
Exhibitors	104	150	94	134	231

4.5 Total Visitors

2010	2011	2012	2013	2014
21,200	23,000	31,856	38,342	39,687

4.6 List of Exhibitors

See **Appendix A**.

5. ADEX 2014 Highlights

Day 1

5.1 Opening Ceremony



Guest of Honour – Wyland (holding plaque), Marine Life Artist

SINCE	1999	2008	2009	2010	2014	2010
AsianGeo.com	ASIAN Geographic ASIA WITHOUT BORDERS	ASIAN Geographic passport TRAVEL WITHOUT BORDERS	ASIAN Geographic JUNIOR ASIA AT YOUR FINGERTIPS	ASIAN Geographic THEREAD YOU ARE WHAT YOU READ	ASIAN Geographic THE BIGREAD THINKING AND A BREAD	ASIAN Geographic images of asia
	uw3some.com	AUSTRALASIAN SCUBADIVER READ MORE, DIVE MORE	AsianDiver BY SCUBA FOR DIVERS	ASIA DIVE EXPO 2014 Dedicated to coral reefs	underwater 3some SD + ADEX + AD	THROUGH THE LENS SCUBADIVER YOUR GUIDE TO UNDERWATER PHOTO + VIDEO
SINCE	1981	1992	1995	2010	2011	

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5.2 Welcome and Opening Speech



John Thet, Publisher and CEO, Asian Geographic Magazines Pte Ltd, and Creator of underwater3some group gave perspective and announced the main highlights and activities to Asia Dive Expo 2014.

5.3 Conservation Speakers



Dr Mark Erdmann is a coral reef ecologist with Conservation International. Mark has spent the past 22 years based in Indonesia focusing on marine biodiversity research and conservation. During this time he's logged over 10,000 dives in the region and discovered over 100 new species of fish and mantis shrimp.



Tom Goreau, Biogeochemist, Marine Biologist and President of the Global Coral Reef Alliance earned degrees in planetary physics at the Massachusetts Institute of Technology, in planetary astronomy at the California Institute of Technology, and in Biogeochemistry at Harvard University (PhD). With his parents, he researched the coral reefs of Jamaica and continues to conduct research on the impacts of global climate change, pollution and new diseases in reefs all across the Caribbean, Indian Ocean and Pacific. His current work focuses on coral reef restoration, fisheries restoration, shoreline protection, renewable energy, community based coral reef management, mariculture, soil metabolism and stabilisation of global carbon dioxide.

Conservation Partners:

Shark Savers, Sea Shepherd, Green Fins, ACRES, Sea Save, Nature Society (Singapore)

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5.4 Signing of MOU – Blue Green Alliance



A new partnership: ASIAN Geographic Magazines Pte Ltd tangoes with Raffles Marina Ltd and Nature Society Singapore to form the Blue Green Alliance. From left: John Thet, Publisher and CEO ASIAN Geographic Magazines Pte Ltd, Shawn Lum, President Nature Society Singapore, Francis Lee, President Raffles Marina Ltd.

5.5 Historical Diving Society Asia



Board Members of the Historical Diving Society Asia meet at ADEX 2014.

Clockwise: Bob Ramsay, John Thet, Rodney Fox, Batuna, Leslie Leaney, Clement Lee, Gao Qiang, Michael Lim.

5.6 Launched of Dive the Big Blue Volume II



The Reveal: Historical Diving Society Asia launched its second volume of Dive the Big Blue: A Historical Affair.

5.7 Meet and Greet the Authors Session



Meet and greet the authors of Dive the Big Blue: A Historical Affair Volume II. ADEX visitors queued to buy the book and get autographs from Leslie Leaney, Bob Ramsay and David Strike. In the end hundreds of books were sold, making this project of the Historical Diving Society Asia a huge success.

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5.8 ADEX 2014 Ambassadors



ADEX Ocean Ambassador 2014-2015:
Nadine Chandrawinata

Prizes:

1. ORIS Watch
2. Maldives Trip on Ocean Sapphire by *underwater3some*



ADEX Coral Reef Ambassador 2014-2015:
Anuar Abdullah

Prizes:

1. Beuchat Dive Bag
2. Beuchat Rash Guard
3. Beuchat Fins
4. Beuchat Dive Mask and Snorkel
5. Beuchat Regulator
6. Beuchat Dive Suit
7. Beuchat BCD
8. Sealife Camera



ADEX Ambassador of Photography 2014-2015:
Aaron Wong

Prizes:

1. Maldives Trip on Ocean Sapphire by *underwater3some*

5.9 Ocean Artists



Wyland, internationally renowned marine life artist and conservationist led the children into the colourful world of painting. He also discussed how artists, photographers, filmmakers and scientists are working together to inspire ocean conservation around the globe.



Anuar Abdullah gave a demonstration of his creative talents on canvas. The finished art piece would be donated to



For Circulation

5.10 Kids Zone



At the Kids Zone, in conjunction with the ADEX 2014 theme on protecting the coral reefs this year, the children participated in a colouring competition, where 12 winners received medals from the Wyland Foundation.

Also keeping the children on their toes and their minds sharp were the people from Logic Mills, a centre that enhances analytical thinking skills through experiential learning.

Sponsor: Logic Mills

5.11 ADEX awarded the following for outstanding contribution and support of ADEX and the dive industry in general.

Lifetime Achievement Award

- a) Clement Lee
- b) David Strike
- c) Peter Schmitt

Appreciation Award

- a) Will Goodman
- b) Smart Pricing
- c) ScubaPro Asia Pacific
- d) SSI
- e) PH Balancer
- f) Taiwan Beer
- g) Pioneer
- h) IndoChine
- i) WOWtv and Dive Channel
- j) Pangaea
- k) Sabah Tourism
- l) Ministry of Tourism and Creative Economy, Republic of Indonesia
- m) Singapore Tourism Board
- n) Philippine Department of Tourism
- o) Tourism Malaysia
- p) Christmas Island Tourism Association
- q) Seychelles Tourism Board
- r) SilkAir (S) Pte Ltd
- s) Singapore Underwater Federation
- t) Ren Scubaworx
- u) Wyland

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5.12 Day 1 at the Marina Bay Sands Halls B & C ended on a high with the ever-delightful lucky draw prizes which included:

Day 1 – Friday, 11 April 2014

S/NO.	LUCKY DRAW PRIZES
1	SILKAIR TICKETS TO A SURPRISE DESTINATION
2	PAPUA EXPLORERS DIVE RESORT (3N/4D, FULLBOARD + 6 DIVES, SINGLE ROOM)
3	B&J TIOMAN (MYR 400 DIVING VOUCHER)
4	I-DIVESITE (FL-271 VENUSIAN 3)
5	OCEANIC QUEST TRAVEL AND TOUR COMPANY WORTH USD750
6	MARES (DIVE COMPUTERS)
7	BEUCHAT DIVE MASK AND SNORKEL
8	BEUCHAT FINS
9	BEUCHAT DIVE SUIT

5.13 ADEX Speakers and Sponsors Get Together Session

From across continents, ADEX Speakers and Sponsors got together at Indochine's Forbidden City at Clarke Quay, along with media. It was a welcomed session, where overseas guests could finally relax over drinks after a hectic first day of ADEX 2014. Coincidentally, it was also the birthday of Christian Vizl.



Sponsored by: IndoChine, Taiwan Beer and PH Balancer

For Circulation

Day 2

5.14 TekDive Conference

The earliest event took place on the third floor of Marina Bay Sands, where the exciting TekDive Conference took place. Early birds got a glimpse of a private session as members of the Asian Underwater Federation (AUF) gathered to meet and have a discourse with the President of the World Underwater Federation (CMAS), Anna Arzhanova, as well as the Secretary General, Hassan Baccouche.



Alex Santos took to the stage at the TekDive Conference while enthusiasts listened attentively.

5.15 World Record Deepest Dive

At noon, a steady stream of people headed to the third floor to make sure they had a seat for the talk on the world record achievement of the deepest dive on CCR by Will Goodman, supported by Simon Liddiard. The TekDive Conference was packed with Tek Dive enthusiasts and experts as Will Goodman dissected the journey by depth.



World Record Holder, Will Goodman (left) with Simon Liddiard.

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5.16 Meeting with the President of the World Underwater Federation



Standing (From left): Arther Lee (V-Chairman Tech, SSA), Desmond Ho (Member, Fin Swimming Com), Jimmy Choo (V-President, Tech, SUF), Merari Nainggolan (Sec Gen, POSSI), Michael Lim (V-Chairman Tech Com, CUA), Guo Qiang (V-Chairman Tech, CUA), Yip Kwan Guan (Sec Gen, SUF), Sanny-Liorlunan (Sports President, POSSI), Philip Lee Kok Hon (V-President, Sports, SUF), Michael Yu Jingyang (Dy Sec Gen, SUF).

Seated (From left): Tzeng Ing Juih (President, CTUF), Dr June Luhulima (Chairperson, Research & Scientific Diving, POSSI), Freddy Numberi (President, POSSI), Anna Arzhanova (President, CMAS), Hassan Baccouche (Sec Gen, CMAS), Byungdoo Lee (President, KUA; Sec Gen, AUF; Board Member, CMAS), Karen A. Chan (V-President, PAUA), Song Shing Hae (President, SUF).

5.17 Photo/Video Zone



Master of monochrome, Christian Vizl, was another crowd-pleaser, with the audience packing the seats and blocking the aisles to hear him talk about the poetry of underwater photography and the use of light and black and white that has made him famous.

For Circulation

5.18 Day 2 at the Marina Bay Sands Halls B & C ended on a high with the ever-delightful lucky draw prizes which included:

Day 2 – Saturday, 12 April 2014

S/NO.	LUCKY DRAW PRIZES
1	SILKAIR TICKETS TO A SURPRISE DESTINATION
2	PAPUA EXPLORERS DIVE RESORT (3N/4D, FULLBOARD + 6 DIVES, SINGLE ROOM)
3	B&J TIOMAN (3D/2N AT TIOMAN DIVE RESORT IN TWIN SHARING ROOM FOR 2 PERSONS)
4	B&J TIOMAN (MYR 400 DIVING VOUCHER)
5	I-DIVESITE (FL-474 CARBONIC)
6	OCEANIC QUEST TRAVEL AND TOUR COMPANY WORTH USD750
7	ALAM ASMARA DIVE RESORT (4D/3N DIVE PACKAGE AT ALAM ASMARA DIVE RESORT, INDONESIA
8	MARES (DIVE COMPUTERS)
9	BEUCHAT FINS
10	BEUCHAT SNORKEL, RASHGUARD AND MASK
11	BEUCHAT DIVE SUIT
12	BEUCHAT DIVE SUIT (SHORTY)
13	AIYANAR BEACH RESORT 3N/2D PACKAGE



Features Editor of Asian Geographic Magazines, Ms Selina Tan (right) presenting the lucky draw prizes to the lucky winners on Day 2.

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5.19 World Premier of Blues Planet: Sounds Documentary

The celebration continued, needless to say, at the famous official ADEX Party, this time at Pangaea, with alcohol sponsor, IndoChine. The evening held many firsts, starting with the world premier of Blues Planet: Sounds that was screened even before the official world premier during the Newport Beach Film Festival.

From renowned environmental artist, explorer and filmmaker Wyland comes Blues Planet: Sounds, a new documentary narrated by famed oceanographer Dr Sylvia Earle. Blues Planet: Sounds is a powerful and moving visual masterpiece that sheds light on the environmental challenges of our day and the many people who through art, music and science are today creating an environmental renaissance.



S/NO.	LUCKY DRAW PRIZES
1	MALDIVES TRIP ON OCEAN SAPPHIRE SPONSORED BY UNDERWATER3SOME
2	KLM TICKET TO BALI
3	KLM TICKET TO AMSTERDAM

Main Sponsor:
ScubaPro

Prize Sponsor:
KLM, underwater3some

Venue Sponsor:
Pangaea

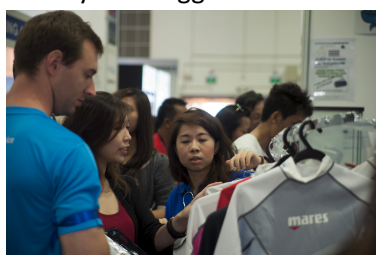
Supported by: IndoChine and Lotus Limousine, WOWtv and Casio

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Day 3

5.20 The Final Day

The Final Day of ADEX is usually a day where divers and divers-to-be go berserk with the last minute gear grabs, attending as many talks as possible and doing the final networking and meetings before the year's biggest dive event ended.



5.21 Live Judging of the Voice of the Ocean Photo/Video Competition

This year, a star-studded judging panel of judges were brought in, consisting of celebrated personalities: Marine Biologist Tom Goreau, Ocean Artist Wyland, renowned underwater photographers Christian Vizl, Stephen Frink, Yorko Summer and Scott Tuason, as well as the newly crowned ADEX Ambassador of Photography Aaron Wong.



5.22 Aquatic Activities at ADEX

The try dives and swimming pool were attractions since the first day of ADEX. While children and non-divers were allowed to have their first experiences as divers under the close supervision of professional diving instructors, the other enthusiasts took to the swimming tank to try out fin swimming and underwater hockey.





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5.23 Winners of Voice of the Ocean

Title	Name	Age	Gender	Country
Winner for Conservation	Eugene Soh Yew Lin	51	Male	Singapore
Prizes:				
1. 6D/5N Dive & Accommodation Package at The Diver's Den / Redang Kalong Resort, Malaysia (worth S\$810)				
2. ORIS Watch (worth S\$3,300)				
Runner-up for Conservation	Vladimir Ospina Rodriguez	27	Male	France
Prize:				
1. 4D/3N Dive Package at Alam Asmara Dive Resort & Spa, Indonesia (worth S\$560)				
Winner for Video	Adil Schindler	39	Male	Mexico
Prizes:				
1. 8D/7N Dive & Accommodation Package at Sorido Bay Resort, Papua, Indonesia (worth S\$4,319)				
2. 8D/7N underwater3some chartered cruise onboard the luxury liveaboard Ocean Sapphire (worth S\$3,108)				
3. CRESSI Dive Computer				
Runner-up for Video	Dustin Adamson	35	Male	USA
Prizes:				
1. 6D/5N Dive & Accommodation Package at The Diver's Den / Redang Kalong Resort, Malaysia (worth S\$810)				
2. Sealife i-Torch Gen 1.3				
Winner for Photo	Giordano Cipriani	40	Male	Italy
Prizes:				
1. 8D/7N Dive & Accommodation Package at Sorido Bay Resort, Papua, Indonesia (worth S\$4,319)				
2. 8D/7N underwater3some chartered cruise onboard the luxury liveaboard Ocean Sapphire (worth S\$3,108)				
3. CRESSI Dive Computer				
Runner-up for Photo	Marchione Giacomo	54	Male	Italy
Prizes:				
1. 5N Dive & Accommodation Package at The Diver's Den / Redang Kalong Resort, Malaysia (worth S\$810)				
2. Sea Dragon Torch (worth S\$823)				

5.24 Day 3 at the Marina Bay Sands Halls B & C ended on a high with the ever-delightful lucky draw prizes which included:

Day 3 – Sunday, 13 April 2014

S/NO.	LUCKY DRAW PRIZES
1	SILKAIR TICKETS TO A SURPRISE DESTINATION
2	PAPUA EXPLORERS DIVE RESORT (3N/4D, FULLBOARD + 6 DIVES, SINGLE ROOM)
3	I-DIVESITE (FL-366R PRO5+)
4	OCEANIC QUEST TRAVEL AND TOUR COMPANY WORTH USD750
5	ALAM ASMARA DIVE RESORT (4D/3N DIVE PACKAGE AT ALAM ASMARA DIVE RESORT, INDONESIA)
6	MARES (DIVE COMPUTERS)
7	BEUCHAT SNORKEL, RASHGUARD AND MASK
8	BEUCHAT DIVE SUIT

For Circulation

6. Reef Life

Elevating the world status of ADEX yet again, 2014 saw the presence of world-renowned Ocean Artist, Wyland, as the year's Guest of Honour. Famous for his larger-than-life murals, Wyland completed a rare acrylic painting on a 12 by 40 feet long canvas over three days. ADEX also saw a Wyland gallery that showcased his world-famous works on canvas, as well as sculpture forms. The finish work now sits in a gallery and is open for auction, where a quarter of the proceeds will go to the Wyland Foundation (www.wylandfoundation.org) and another 25 percent to the Historical Diving Society Asia, which is a division of the non-profit Asian Geographic Society. Auction starts at US\$100,000 and bidding can be made at www.AsianGeographic.org.

"As a diver, one has the immediate connection to the ocean realm. I try to create, most of all, the feeling that we divers get when we enter this world of amazing life both large and small that depend on a healthy environment."

"I believe art can play one of the most important roles today in encouraging the public to take action to ensure a healthy, sustainable planet."

- Wyland



REEF LIFE

Original Painting/Acrylic
12 x 40 ft long

Features a living coral reef, a great hammerhead shark, a giant manta ray, a green sea turtle, a giant octopus and reef fish.



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7. ADEX 2014 Sponsors and Partners

S/NO.	SPONSORS
1	AIYANAR
2	ALAM ASMARA
3	B&J DIVING
4	BEUCHAT
5	CRESSI
6	DIVE ENCOUNTERS
7	IDIVESITE
8	KLM
9	MARES
10	ORIS
11	PANGAEA
12	PAPUA DIVING
13	PAPUA EXPLORERS
14	PHILIPPINE TOURISM
15	PIONEER
16	REN SCUBA
17	SEALIFE
18	SILK AIR
19	SMART PRICING
20	SSI
21	THE DIVERS DEN
22	YOS DIVE
23	ZGEAR
S/NO.	SUPPORTING PARTNERS
1	AR SCAN
2	EMS
3	DISABLED DIVERS
S/NO.	MEDIA PARTNERS
1	93.8 LIVE RADIO
2	BUSINESS WORLD
3	DIVE PHOTO GUIDE
4	DIVEGUIDE.COM
5	GMA NETWORK
6	OCEAN ARTIST SOCIETY
7	OCEAN GEOGRAPHIC SOCIETY
8	RAFFLES MARINA
9	SPORT DIVING
10	UNDERWATER AUSTRALIA
11	WETPIXEL

SINCE	1999	2008	2009	2010	2014	2010
AsianGeo.com	ASIAN Geographic ASIA WITHOUT BORDERS	passport TRAVEL WITHOUT BORDERS	JUNIOR ASIA AT YOUR FINGERTIPS	THEREAD YOU ARE WHAT YOU READ	BIGREAD THINKING IS A PLEASURE	images of asia
	uw3some.com	SCUBADIVER READ MORE, DIVE MORE	AsianDiver BY DIVERS, FOR DIVERS	ASIA DIVE EXPO 2014 Inspired by coral reefs	underwater 3some SD + ADEX + AD	THROUGH THE LENS SCUBADIVER YOUR GUIDE TO UNDERWATER PHOTO + VIDEO
SINCE	1981	1992	1995	2010	2011	

For Circulation

7.1 ADEX 2014 Sponsors' and Partners' Logos

Official Publication	Endorsed by	In association with	
AsianDiver BY DIVERS, FOR DIVERS	YourSingapore	HISTORICAL DIVING SOCIETY ASIA	beadiver.com
		VIETNAMESE UNDERWATER FEDERATION	BeyondOcean Network
			CETASIA

Sponsors	
alam asmara The Romantic Dive Resort & Spa AIYANAR YOS DIVE BALI BEUCHAT Inspired by the sea CRESSI Dive Philippines DIVEN COUNTERS ALLIANCE i-DIVESITE IndoChine Hotels • Inns • Restaurants • Beach Clubs LOTUS LIMOUSINES KLM mares ORIS Swiss Made Watches Since 1904 renscuba SAM'S TOURS PALAU SCUBAPRO SeaLife 35 YEARS SILKAIR The Regional Wing of Singapore Airlines SSI SCUBA SCHOOLS INTERNATIONAL hydrasapiens Diver's Street Wear THE DIVER'S DEN TAIWAN BEER Sweet Touch 果·微·醺 — TAIWAN BEER — ZGEAR™ Photogenie CASIO LG Life's Good	Official Travel Insurance Sponsor Smart Pricing Official Radio Station MEDIACORP Radio 938 LIVE Accommodation Partner FRASERS HOSPITALITY

Supporting Media	
SCUBADIVER AUSTRALASIA SCUBADIVER THROUGH THE LENS ASIAN Geographic THEREAD BIGREAD JUNIOR Diveguide.com BusinessWorld THE DIVE CHANNEL WTV DIVE PHOTO GUIDE OCEAN ARTISTS SOCIETY RAFFLES MARINA DIVING DIVELOG underwater dive in. explore. discover. WETPIXEL OCEAN GEOGRAPHIC Lifetv NEWS TV GMA 7 GMA 10 GMA 13 JUNIOR KIDS SCUBA TRYOUTS	Party Venue Sponsor Alegro churrosbar clarke quay Supporting Partner AR scan

Non-Governmental Organisations	
ASIAN Geographic SOCIETY ONE ASIA ONE HEART acres GREEN PINK Asian Nature Society (Singapore) SEA SNAKE Sea Save SHARK SAVERS PEARLED DIVERS SUNFISH DIVE ADVENTURES	



For Circulation

Appendix A-1

ADEX 2014 LIST OF EXHIBITORS

S/NO.	EXHIBITING COMPANY	BOOTH NO.	EXHIBITORS' NO. BOOTH
1	DDI	B00	1
2	OCEANIC ASIA PACIFIC	B01	5
3	OCEANIC ASIA PACIFIC	B02	
4	OCEANIC ASIA PACIFIC	B03	
5	OCEANIC ASIA PACIFIC	B04	
6	OCEANIC ASIA PACIFIC	B05	
7	FRIENDLY WATERS	C01	6
8	FRIENDLY WATERS	C02	
9	FRIENDLY WATERS	C03	
10	FRIENDLY WATERS	C04	
11	FRIENDLY WATERS	C05	
12	FRIENDLY WATERS	C06	
13	MY YACHT CONCIERGE	C07	1
14	FRIENDLY WATERS	C08	1
15	SMART PRICING	C09	1
16	HYDRO SAPIEN	C11	1
17	SOLITUDE FLEET	C12	1
18	FLOATING ASIA	C13	1
19	B&G ALLIANCE	C14	2
20	B&G ALLIANCE	C15	
21	OCEAN SAPPHIRE	C16	1
22	ASIAN GEOGRAPHIC SOCIETY	C17	1
23	WHITE MANTA	C18	1
24	PROVECTUS	D01	6
25	PROVECTUS	D02	
26	PROVECTUS	D03	
27	PROVECTUS	D04	
28	PROVECTUS/KONI INVESTMENT PTE LTD	D05	
29	PROVECTUS	D06	
30	DIVE GEARS EXPRESS	D07	1
31	OCEANIC QUEST	D08	1
32	EXPLORER VENTURES LIVEBOARD DIVING	D09	1
33	SILADEN RESORT & SPA	D10	1
34	FROGGIES DIVERS	D11	1
35	DIVE INTO AMBON/KUNGKUNGAN BAY RESORT	D12	1
36	NABUCCO	D13	1
37	AQUA MARINE	D14	1
38	DIVENCOUNTERS ALLIANCE	D17	1
39	PEARL OF PAPUA	D18	1
40	BLUE MARLIN DIVE	D19	1
41	ATLANTIS INTERNATIONAL BALI	D20	1
42	CHRISTMAS ISLAND TOURISM ASSOC	B21	1
43	FUN IN	D22	2
44	FUN IN	D24	



For Circulation

Appendix A-2

S/NO.	EXHIBITING COMPANY	BOOTH NO.	EXHIBITORS' NO. BOOTH
45	HDSA	D23	2
46	HDSA	D25	
47	RODNEY FOX SHARK EXPEDITIONS	D26	1
48	PADI	E01	2
49	PADI	E02	
50	ASIA DIVE ACADEMY	E03	2
51	ASIA DIVE ACADEMY	E05	
52	CRYSTAL DIVERS	E04	1
53	7SEAS INTERNATIONAL	E06	1
54	ASIA DIVE ACADEMY	E07	1
55	CRESSI	E08	2
56	CRESSI	E10	
57	DIVE DIVE DIVE BALI	E09	1
58	INDONESIA TOURISM	E10	7
59	INDONESIA TOURISM	E11	
60	INDONESIA TOURISM	E12	
61	INDONESIA TOURISM	E13	
62	INDONESIA TOURISM	E14	
63	INDONESIA TOURISM	E15	
64	INDONESIA TOURISM	E16	
65	ASIA DIVE TRAVEL	E17	1
66	DIVE ZONE LOMBOK	E18	1
67	AIYANAR	E19	1
68	TULAMBEN WRECK DIVERS	E20	1
69	OCEAN GEORRAPHIC	E21	1
70	DIVERS DEN	E22	1
71	OCEAN GEORRAPHIC	E23	1
72	DIVE PHOTO GUIDE	E24	1
73	AVALON	E25	1
74	OCEANIC FOCUS	E26	1
75	MARES	F01	10
76	MARES	F02	
77	MARES	F03	
78	MARES	F04	
79	MARES	F05	
80	MARES	F06	
81	MARES - Aerotecnica Coltri Asia Pacific	F07	
82	MARES - Aerotecnica Coltri Asia Pacific	F08	
83	MARES – Dolphin dive Exmouth	F09	
84	MARES – Scuba E-shop	F10	
85	SABAH TOURISM	F11	3
86	SABAH TOURISM	F12	
87	SABAH TOURISM	F13	
88	TOURISM MALAYSIA	F17	2
89	TOURISM MALAYSIA	F18	
90	MALDIVES MKTG & P.R.	F19	2
91	MALDIVES MKTG & P.R.	F20	
92	SEACAM	F21	1



For Circulation

Appendix A-3

S/NO.	EXHIBITING COMPANY	BOOTH NO.	EXHIBITORS' NO. BOOTH
93	AQUA PHOTO	F22	3
94	AQUA PHOTO	F23	
95	AQUA PHOTO	F25	
96	SCUBACAM PTE LTD	F24	2
97	SCUBACAM PTE LTD	F26	
98	UW3SOME SHOP	G00	6
99	UW3SOME SHOP	G00	
100	UW3SOME SHOP	G00	
101	UW3SOME SHOP	G00	
102	UW3SOME SHOP	G00	
103	UW3SOME SHOP	G00	
104	BALI HAI	G01	1
105	DAN / DIVERS ALERT NETWORK	G02	1
106	COCOTINOS	G03	1
107	L&W	G05	2
108	L&W	G06	
109	SMART PRICING	G07	1
110	JOYSON PTE LTD	G08	1
111	SEYCHELLES TOURISM	G11	1
112	PT.RUMAH BAGOES	G12	1
113	SEYCHELLES TOURISM	G13	1
114	TDI/SDI	G15	2
115	TDI/SDI	G16	
116	BLUE LABEL DIVING	G17	1
117	GREEN FINS	G18	1
118	HYBRID SCUBA	G19	2
119	HYBRID SCUBA	G20	
120	DIVESHOP	H01	4
121	DIVESHOP	H02	
122	DIVESHOP	H03	
123	DIVESHOP	H04	
124	PHILIPPINE DEPARTMENT OF TOURISM	H05	4
125	PHILIPPINE DEPARTMENT OF TOURISM	H06	
126	PHILIPPINE DEPARTMENT OF TOURISM	H07	
127	PHILIPPINE DEPARTMENT OF TOURISM	H08	
128	PHILIPPINE DEPARTMENT OF TOURISM	H09	
129	PHILIPPINE DEPARTMENT OF TOURISM	H10	4
130	REN SCUBA	H11	
131	REN SCUBA	H12	
132	REN SCUBA	H13	
133	REN SCUBA	H14	
134	DEEP BLUE	H17	2
135	DEEP BLUE	H18	
136	PRAWNO	H19	1
137	GUAM VISITORS BUREAU	H20	1
138	DIVE RAID	H21	2
139	DIVE RAID	H22	



For Circulation

Appendix A-4

S/NO.	EXHIBITING COMPANY	BOOTH NO.	EXHIBITORS' NO. BOOTH
140	SCUBA PEOPLE	H23	4
141	SCUBA PEOPLE	H24	
142	SCUBA PEOPLE	H25	
143	SCUBA PEOPLE	H26	
144	SUN YAO	H29	1
145	AGILITY	H30	1
146	BON PARTNERS	H31	2
147	SUN FISH	H32	1
148	SSI SMB	I01	2
149	SSI SMB	I02	
150	FISHERMEN SCUBA STUDIO	I03	1
151	AQUANOX SCUBA	I04	1
152	HI TIDE DIVERS	I05	1
153	SCUBA INSTITUTE SINGAPORE	I06	1
154	BAUER COMPRESSORS ASIA PTE LTD	I07	4
155	BAUER COMPRESSORS ASIA PTE LTD	I08	
156	BAUER COMPRESSORS ASIA PTE LTD	I09	
157	BAUER COMPRESSORS ASIA PTE LTD	I10	
158	BEUCHAT	I11	4
159	BEUCHAT	I12	
160	BEUCHAT	I13	
161	BEUCHAT	I14	
162	NAM LIONG	I17	1
163	A&L	I18	1
164	FISH N FINS	I19	1
165	A&L	I20	1
166	DIVE SEMPORNA	I21	1
167	HYPERGEAR	I22	1
168	X-RAY MAGAZINE	I23	1
169	MOUNTAIN OCEAN & TRAVEL-SPORTDIVING MAGAZINE	I24	1
170	SCUBA PEOPLE	I25	1
171	GMA Network, Inc	I26	1
172	WAKATOBI DIVE RESORT	J01	4
173	WAKATOBI DIVE RESORT	J02	
174	WAKATOBI DIVE RESORT	J03	
175	WAKATOBI DIVE RESORT	J04	
176	CAMARO GMBH	J07	1
177	DIVE POINT ALCOY	J08	1
178	CAMARO GMBH	J09	1
179	SAM'S TOUR	J10	1
180	BALI BREIZH DIVERS	J11	1
181	IDIVE	J12	1
182	OVERBOARD	J13	1
183	THE SUBMERSIBLES	J14	1
184	A & L	J17	1
185	DIVERITE	J18	1
186	A & L	J19	1



For Circulation

Appendix A-5

S/NO.	EXHIBITING COMPANY	BOOTH NO.	EXHIBITORS' NO. BOOTH
187	SHARK SAVERS	J20	1
188	PNG	J21	1
189	WWF	J22	1
190	DIVEGUIDE.COM	J23	1
191	SEA SHEPHERD	J24	1
192	UNDERWATER AU	J25	1
193	CMAS	J26	1
194	DIVING SOLUTIONS	K01	1
195	BLUE CORNER BALI	K02	1
196	PAPUA DIVING	K03	2
197	PAPUA DIVING	K04	
198	B & J	K05	1
199	GS DIVING	K06	1
200	THE SUBMERSIBLES	K07	1
201	ACRES	K08	1
202	FREE FLOW DIVERS	K09	1
203	CUBIC2	K11	1
204	SPEEDI SWIM	K12	2
205	SPEEDI SWIM	K13	
206	SUF	K14	1
207	EMS	EMS	1
208	A & L STORAGE	K15	2
209	SCUBAPRO ASIA PACIFIC	L01	3
210	SCUBAPRO ASIA PACIFIC	L02	
211	SCUBAPRO ASIA PACIFIC	L03	
212	LIVING SEAS	L04	4
213	LIVING SEAS	L05	
214	LIVING SEAS	L06	
215	LIVING SEAS	L07	
216	SEA SAVE FOUNDATION	ACTIVITY ZONE	1
217	INDOCHINE	DISPLAY	2
218	ASIAN GEOGRAPHIC JUNIOR/LOGIC MILLS	ACTIVITY ZONE	1
219	WOWTV	WOWTV	2
220	PHOTOGENIE	PHOTOGENIE	2
221	ASIAN GEOGRAPHIC SOCIETY	AGS	1