



# ADEX 2017

## POST EVENT REPORT

Organised by:





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## 1. INTRODUCTION TO ASIA DIVE EXPO (ADEX) 2017

### ABOUT ADEX

With a history spanning 22 years, ADEX is the biggest and longest-running dive expo in Asia – it is one of the industry’s “must-attend” events. Organised by Underwater360 (UW360), ADEX had been successfully managed for the past eight years and has overseen the expo’s expansion in size and variety.

ADEX brings together distinguished VIPs and speakers from across the globe – scientists, marine conservationists, underwater photographers and videographers, as well as various others. ADEX also provides a platform for various of businesses such as dive operators, equipment manufacturers, and national tourism boards.

ADEX 2017 had attracted a total of 60,296 people over the course of its three days ranging from people who want to check out the latest gear and technology, find the best dive courses and trips, and learn more about the pioneering work of the industry’s leading figures.

The event is endorsed by major organisations in the industry, such as DEMA (USA) and the Singapore Tourism Board (STB).

### ADEX 2017 THEME

In previous events, each show has been dedicated to an iconic marine species, with activities designed to heighten conservation awareness.

ADEX 2017 mixed things up a bit. The pressing threat of rising sea levels and the drastic effects on the oceans and marine life caused by our carelessness prompted this year’s event to be dedicated to climate change.

The diving and water sporting communities are the ambassadors of our oceans – they can see the damage that has been done first-hand. The event featured numerous talks from scientists, designed to raise awareness about what we can do to help make a change.

### ADEX 2017 SCHEDULE

Taking place over three days from April 7–9, 2017, at Suntec Singapore, Halls 401 to 404, ADEX 2017 was by far the largest event to date.

In accordance with the theme, ADEX 2017 introduced audiences to world-renowned figures leading the charge against climate change, such as Dr Sylvia Earle, Clive Wilkinson, and Captain Paul Watson. They delivered informative and inspirational presentations, sending messages of action and awareness.



There were a multitude of other speakers, ranging from underwater photographers, videographers, conservationists, scuba divers, tek divers, freedivers, trade speakers – and even mermaids! The educational variety was coupled with entertainment: A swimming pool where people were allowed to dive and snorkel, a kids’ zone, performances by mermaids, and so much more!

This year also saw the introduction of the water sports community, with the integration of the Asia Surf Expo (ASEX) within ADEX.

### ADEX OFFICIAL PUBLICATION

The ADEX official publication, Asian Diver, has an annual ADEX special edition called “The Big Blue Book”. It is designed to be the ultimate reference guide, with the bulk of the publication focusing on ADEX’s theme for the year. This collector’s edition features premium photographs, world-class articles, infographics, and scientific overviews. Accompanying the magazine at ADEX is Asian Diver’s Diveaholic Issue, which served as a show guide for ADEX 2017, and included event information, speaker details, and schedules.

### ABOUT UNDERWATER360 (UW360)

UW360 is a platform where divers can get information and share their experiences on everything relating to our liquid planet. It is also a partnership between the three dive industry giants of the Asia-Pacific region: Scuba Diver AUSTRALASIA/OCEAN PLANET, Asian Diver and ADEX. Combined, these three champions of the sea bring over 70 years of scuba diving experience to the table. UW360 presents content that is enriched with multimedia, blogs, forums, and access to all mobile and tablet platforms.



## 2. OVERVIEW OF ADEX 2017

### 2.1 VISITORS

<b>Local Visitors</b>	35,596
<b>Foreign Visitors</b>	24,700
<b>Total Visitors</b>	<b>60,296</b>

Fig 1. Local/Foreign Visitors

<b>Day</b>	<b>1 (15 April)</b>	<b>2 (16 April)</b>	<b>3 (17 April)</b>
<b>Consumer</b>	5,384	16,563	15,286
<b>Trade</b>	10,499	7,169	5,395
<b>Total Visitors</b>	15,883	23,732	20,681

Fig 2. Trade Visitors

### 2.2 GROWTH

#### Dedicated Marine Life

<b>Year</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>Dedication</b>	Sharks	Sea Turtles	Manta Rays	Whale Sharks	Coral Reefs	Dolphins	Seahorses	Climate Change
<b>Venue</b>	Suntec	Suntec	MBS	MBS	MBS	Suntec	Suntec	Suntec

Note: Suntec – Suntec Convention Centre, Singapore; MBS – Marina Bay Sands, Singapore

Fig 3. Dedicated Marine Life

#### Total Visitors

<b>Year</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
<b>Visitors</b>	21,200	23,000	31,856	38,342	39,687	41,053	57,793	<b>60,296</b>

Fig 4. Total Visitors



## Floor Area

Year	2010	2011	2012	2013	2014	2015	2016	2017
SQM	2,500	3,850	4,500	5,500	5,500	6,110	6,493	8,800

Note: SQM – square metres

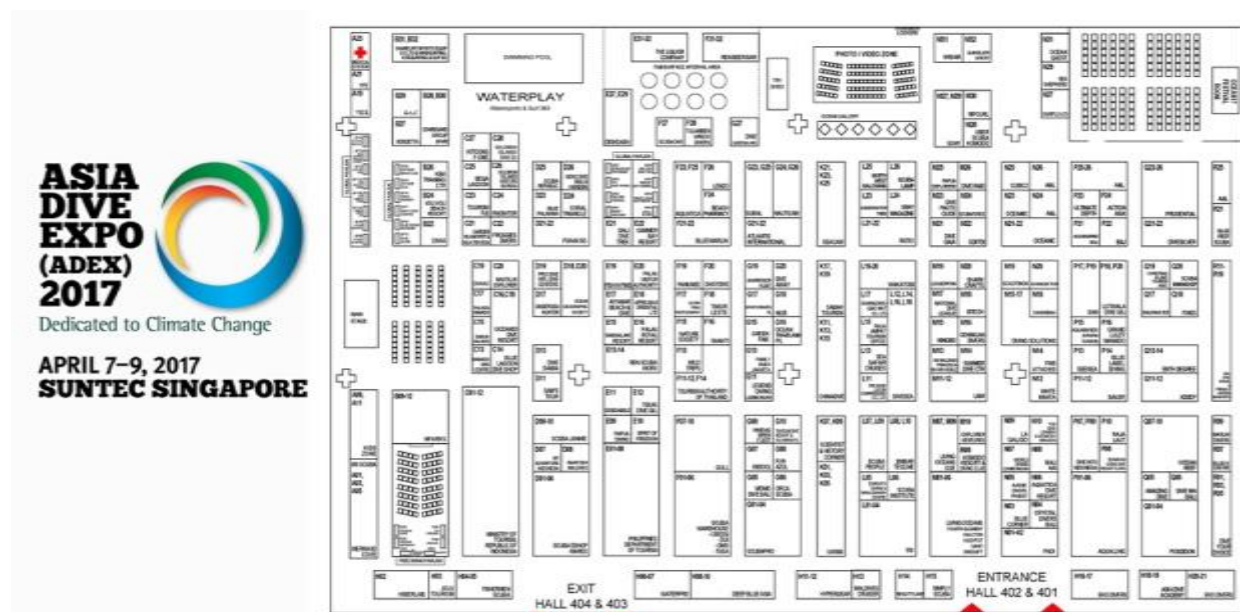
Fig 5. Floor Area

## Total Exhibitors

Year	2010	2011	2012	2013	2014	2015	2016	2017
Booths	127	200	192	252	243	266	303	350
Exhibitors	104	150	94	134	231	235	242	244

Fig 6. Total Exhibitors

## 2.3 FLOOR PLAN







### 3. ADEX 2017 HIGHLIGHTS

#### 3.1 Day 1 – Friday, April 7, 2017

##### 3.1.1 Opening Ceremony

John Thet, Founder of the Historical Diving Society Asia and Beyond Ocean Network (BON); Publisher of Underwater360 (UW360), *Asian Diver*, *Scuba Diver AUSTRALASIA* and *Scuba Diver OCEAN PLANET*; Chief Executive Director of Asia Dive Expo (ADEX); and Vice President of the Media Publishers Association Singapore (MPAS) gave his opening address and announced the main highlights and activities of ADEX 2017.

No. of Opening Ceremony attendees: 237



Mr John Thet, Chief Executive Director of Asia Dive Expo (ADEX)



Opening Ceremony Ribbon cutting



### 3.1.2 Guest of Honour & Key Note Speaker

This year ADEX is honoured and privileged to have Dr Sylvia A. Earle as ADEX Guest of Honour (International) and Mr José Ramos-Horta as ADEX Guest of Honour (Asia). Both esteemed guest officiated the Grand opening of ADEX 2017 at Suntec Singapore Convention and Exhibition Centre at 3pm, Friday, April 7, 2017.

ADEX also invited Mr Clive Wilkinson to be part of ADEX as ADEX Keynote Speaker for Climate Change. Mr Clive Wilkinson is a former coordinator of the Global Coral Reef Monitoring Network. He was previously the chief technical advisor for a coastal resource research programme, and an active field scientist on the ecology of the Great Barrier Reef at the Australian Institute of Marine Science.



Guest of Honour (International) Dr. Sylvia A. Earle



Guest of Honour (Asia) Mr. José Ramos-Horta





Keynote Speaker Mr Clive Wilkinson

### 3.1.3 Recognition of ADEX for Hae-Nyeo UNESCO listing

In 2016, ADEX hosted the Hae-Nyeo divers as one of the main highlights of the show. It shared the history of Hae-Nyeo divers, the culture behind them and how they have an important role to play in how diving has developed. Since then, Hae-Nyeo have been listed on UNESCO listing on Intangible Cultural Asset. During the ADEX 2017 opening ceremony, Mr Ha Jeong Min, Chairman of the Korean Public Art Association presented a token of appreciation to Mr John Thet and ADEX on behalf of the Hae-Nyeo divers for the contribution of ADEX towards Hae-Nyeo divers.



Presentation of appreciation award to Mr John Thet from Mr Ha Jeong Min



### 3.1.3 ADEX 2017 Ambassadors

#### Joyce Tang

##### **ADEX Ocean Ambassador 2017–18**

Joyce Tang is a Hong Kong actress and PADI rescue diver. Best known for her leading roles in *Armed Reaction* and *Beauty Knows No Pain*, she started her diving journey in 2012. She hopes to gain more knowledge on dive safety and rescue so that she can help others when in need.

Prize: Appreciation Plaque & Trophy for ADEX Ambassadors

#### A.G Sano

##### **ADEX Ambassador for Climate Change**

A.G Saño is a professional photographer whose work has been featured internationally. He is also a conservationist who has been involved researching Cetacea. He has collaborated with institutions like the WWF and Greenpeace in his environmental work. He also co-founded balyena.org – a non-profit group focused on marine mammal conservation.

#### Aaron Wong

##### **ADEX Honorary Ambassador of Photography**

Aaron Wong is one of the most published and recognised underwater photographers in Asia. With over a decade of field experience, Aaron's images – which employ his trademark lighting technique – have won him international acclaim.

#### Pepe Arcos

##### **ADEX Honorary Ambassador for Filmmaking**

A former freediving champion, full-time photographer and filmmaker, Pepe Arcos is an award-winning underwater shooter. Holding his breath for minutes at a time to capture ethereal images, Pepe has documented aspects of the underwater world that even the fastest scuba divers fail to get.

#### David Strike

##### **ADEX Honorary Ambassador of Tek Diving**

With a background in military, commercial, recreational and technical diving, David Strike has authored several hundred diving articles. He is the recipient of the ADEX Lifetime Achievement Award. He is also a fellow of the Explorers Club of New York, and is the former owner and organiser of the OZTeK Technical Diving Conference.

#### Tim Ho

##### **ADEX Ambassador of Compact Cameras**

Tim Ho is actively involved in today's underwater compact camera scene in Malaysia. He uses simple set-ups in his technical approach, and teaches his preferred methods to other photography enthusiasts.



### **Dada Li**

#### **ADEX Honorary Ambassador of Freediving**

Dada Li, humbly is the first Chinese female PADI Master Freediver Instructor and AIDA international freediving instructor and Judge. Single handedly created the first professional underwater performance team composed of freedivers only. For her commitments and contributions towards her work well done, she was interviewed by Reuters, China Central Television, Guangdong TV, Jiangsu TV and other well-known Medias as well.

### **Alexey Molchanov**

#### **ADEX Honorary Ambassador of Freediving**

Alexey Molchanov has set the new Constant Weight (CWT) Freediving World Record. The freediving superstar broke his own AIDA World Record in Constant Weight (CWT) by diving to 129 metres in three minutes 50 seconds.

### **Hidy Yu**

#### **ADEX Honorary Ambassador for Mermaids**

Hidy started modelling at the age of 18 and was selected as the Miss Scuba International ambassador. She is a NAUI-qualified dive instructor and is also a Naui Worldwide Ambassador. Alongside her diving career, Hidy has acted in three action movies.

### **Eve Young**

#### **ADEX Ambassador for Freediving Greater China**

Eve Young was a participant in the Lijiang Oriental Girl contest and won the Yunnan division title, followed by the national title. She later became a professional hostess, an actress, and a model. However, Eve's first love is professional diving, and conserving our oceans' beauty

### **Wu Li Xin**

#### **ADEX Ambassador for Tekdiving Greater China**

The Asian Diver field editor for China, Wu Li Xin is a technical diver and professional underwater photographer who has accumulated numerous accolades. Besides being an avid underwater explorer, Wu is also a contract photographer with Chinese National Geography, and is also a member of the China Artistic Photography Academy.

### **Jean-Pol Francois**

#### **ADEX Ambassador for Freediving 17 - 18**

Jean-Pol Francois is a professional freediving instructor, and the head of education at AIDA International and PADI IT. He is a national world record holder with over 25 years of freediving experience.

### **Bart Lukasik**

#### **ADEX Ambassador for Videography 17 - 18**



Bart Lukasik is a professional underwater videographer and dive expedition guide, who has worked on projects on the East coast of Southern Africa. Bart's work has been published worldwide by respected natural history content providers.

### **Syrena**

#### **ADEX Ambassador for mermaids 17 - 18**

Syrena, Singapore's first mermaid, is the founder of the Singapore Mermaid School. She is a pioneer of the latest mermaid movement in Asia, championing strength, beauty, and love as core mermaid values. The Singapore Mermaid School teaches students how to swim fit and free like a mermaid, and offers them the holistic mermaid experience.

#### **3.1.4 Activity and Kids' Zone**

Shark Guardian led activities in the Kids Zone which was well visited by children of all ages as well as their parents who also got involved. The most sought after activity was the temporary shark tattoos - once these were seen by others throughout the show, people of all ages were coming to visit the kids zone, to get their tattoo as well as learn more about sharks, how they are threatened and their link to the show theme, climate change.

The shark drone balloons were an iconic symbol for sharks and Shark Guardian especially when they were seen flying through the hall on their "walks"! Everyone loved playing with them, racing them around the ADEX corridors. The kids and adults all signed a pledge poster declaring their feeling for sharks and the oceans, and how they will never eat or buy shark products. Videos and presentations were looped on the TVs so that people could sit and learn about sharks, as well as other marine creatures. The colouring station was always busy as children showed off their colouring skills, while learning more about the sharks and marine life featured on the colouring templates. The Shark Guardian team were on hand to answer any questions, everyone loved meeting them, asking about education, research, and conservation projects and ways they can get involved.

#### **3.1.5 Book Festival**

At the ADEX 2017 Book Festival, part of the Ocean17 Festival celebrations, visitors got their hands on the latest books from renowned writers and underwater photographers around the world. Speakers gave in-depth insights on their books on the main stage on Sunday of the event and visitors had their books signed by their favourite authors.

#### **3.1.6 Freediving Pavilion**

The Freediving Pavilion was buzzing with activity as crowds gathered to hear the presentations unfolding and visitors lined up to chat with individual speakers. We heard from some of the most recognisable names in freediving: They talked about their love for the sport, their achievements in the field, and many took the time to combat a perception of freediving as a dangerous sport. Speakers also showcased



their photos and videos of the underwater world, introduced the audience to some of the latest kit, talked about new trends such as underwater hockey and rugby, and finally – as per the theme of ADEX – expounded on important environmental messages relating to climate change, with a particular emphasis on marine life research and conservation.



### 3.1.7 Lucky Draw

Day 1 at Suntec Singapore Convention and Exhibition Centre ended on a high with the ever-delightful lucky draw prizes:

#### Day 1 Lucky Draw Prizes

	Prize Name	Prize Description
1	Vendetta Water Resistance Solar 10,000mah Charger	worth SGD30 Sponsored by Vendetta
2	Dive Helmet Pendant	worth SGD60 Sponsored by DiveSilver
3	B&J Tioman Diving Voucher	worth SGD150 Sponsored by B&J
4	3D2N Dive and Stay Package for One	Worth S\$225 Sponsored by Nusa Ceningan Dive
5	Scubalamp Cash Voucher	worth USD300 Sponsored by Scubalamp
6	Mares Dry Bag 25L	worth SGD42 Sponsored by Scuba E-Shop



7	Dive Helmet Pendant	worth SGD60 Sponsored by DiveSilver
8	1 Nights accommodation with return transfers to Fitzroy Island Resort	worth SGD650 Sponsored by Fitzroy Island Resort
9	3D2N Full Board resort stay for Two	worth SGD850 Sponsored by Summer Bay Lang Tengah
10	Ratio Dive Comp	worth SGD1,400 Sponsored by Ratio
11	4D3N Diver Package	worth SGD525 Sponsored by Scuba Junkie Sangalaki
12	Vendetta Water Resistance Solar 10,000mah Charger	Worth S\$30 Sponsored by Vendetta
13	Dive Helmet Pendant	worth SGD60 Sponsored by DiveSilver
14	DiveSea Bundle	worth SGD105 Sponsored by DiveSea
15	Aladin Sport Matrix Dive Computer	worth SGD500 Scubapro
16	Mares Cruise Add On	worth SGD38 Scuba E-Shop
17	Dive Helmet Pendant	worth SGD60 Sponsored by DiveSilver
18	3D2N Dive & Accommodation package for One	worth SGD210 Sponsored by 7Seas Dive Gili
19	Civa Fiji Pearl Bracelet	worth SGD420 Sponsored by Civa
20	Enth Degree Fernotherm Suit	worth SGD400 Friendly Waters Seasports
21	Tecline Tiara Mask with Neoprene Strap	worth SGD60 Sponsored by Tecline
22	6D5N Dive & Accommodation Package for One	worth SGD2,300 Sponsored by Taveuni Dive Resort

### 3.1.8 The Big Blue Evening at Capitol Theatre

ADEX organised a gala event in celebration of the launch of ADEX Ocean17 Festival, in conjunction with Singapore Ocean Week. With Big Blue Evening being a celebration of underwater images, films, music, art, and science. Emceed by Mr Leslie Leaney from the Historical Diving Society Asia, speakers ranging from A.G. Sano speaking on how he uses art in his way to raise awareness from the climate change to ADEX Climate Change Heroes who spoke how they are on a mission to save the planet and Laurent Ballesta who used his amazing images of his expedition to the Arctic on how our world is suffering. The evening ended with the



premiere screening of Dr Sylvia A. Earle’s newest work, “*Sea of Hope*” which was screened for the first time ever in Asia region.

Partnered by: Capitol Theater

Lucky Draw Prizes for the Big Blue Evening were as follows:

	Prizes
1	Summer Bay Lang Tengah 3D2N Full Board resort stay For 2
2	Aggressor Fleet Free Trip for One - Indo Aggressor 10 Nights Komodo National Park
3	7Seas Dive Gili 3D2N Dive and Stay Package
4	ADEX Bundle DiveSliver Helmet, Solar Charger, Dry Bag & Big Blue Book
5	Limited Edition Silver Seas Book autographed by Ernie Brooks
6	Limited Edition print signed by Ernie Brooks



## 3.2 Day 2 – Saturday, April 16, 2017

### 3.2.1 TekDive Conference

Gathered here were speakers, enthusiasts, and those curious to learn more, driven by the desire to explore the confines of a cave, a wreck, or find undiscovered life forms lurking in the deeper ocean trenches. This conference has become a go-to place for those who are passionate about tek diving: A place where they can network, share their experiences and tap into knowledge from the veterans and experts. The various presentations included topics on prime underwater environments, tek diving adventures and experiences, as well as technologies

This year's conference showcased some of the world's most compelling and challenging dives, once again demonstrating the impressive achievements of many of the planet's foremost tek divers. As in previous years, the invited speakers shared their extensive knowledge and experience, and took questions from an enraptured audience.

At the end of the TekDive Conference, a lucky draw was held and one lucky winner walked away with a 7SEAS Dive Gili 5D4N Dive and Accommodation package, while another lucky winner took home a Shearwater Perdix.

Sponsors: 7SEAS, Shearwater

### 3.2.2 Photo Video Zone

Famously one of the most riveting focal points of ADEX, the ADEX 2017 Photo Video Zone was, once again, a back-to-back smorgasbord of iconic personalities, stunning images, and insider tips on how the pros capture their award-winning pictures.

It was standing room only for most presentations, with crowds lured in by underwater-image-making super stars. Legends like Laurent Ballesta, Marty Snyderman, Aaron Wong, Imran Ahmad, Michael Aw and Tim Ho wowed audiences with tales of adventure, breath-taking images, and invaluable insights. Speakers made themselves available after their talks to meet and greet fans, answer questions, and provide inspiration for aspiring shooters starting out on their love affairs with underwater photography.

We can't wait for next year's line up!

Sponsor: Samsung



A full house

### 3.2.3 Ocean17 Festival (Film Festival)

ADEX Singapore 2017 brought together a series of topical environmental productions to its film festival this year in line with the event's mission to confront climate change, and generate awareness on how we can conserve our beautiful big blue. Headlining the first day's programme was *Revolution*, by the late Rob Stewart – a pioneering filmmaker who lead the charge in educating the world about the shark finning crisis through his award-winning film, *Sharkwater*.

The opening Big Blue Evening showcased the iconic work of ADEX Guest of Honour, Dr Sylvia Earle, in her film *Sea of Hope*, which charts her quest to establish blue parks across America. The festival also featured the exclusive Hope1000 talk by Dr Earle, who shared highlights from her impressive career as an oceanographer, explorer and scientist.

The film festival exhibited the work of independent filmmakers focusing on the impacts of climate change, such as The Jetlagged's *We Live Underwater* and *The Pale Horse – Coral Apocalypse*, and Adrienne Gittus' *A Fish Full of Dollars*. Exceptional Nature documentaries revealed the extraordinary diversity of our liquid planet's life, such as Bart Lukasik's *The Lagoon* and *Eyes on Soudwana Bay*, Cristian Dimitrius' *Paradise Coast*, Howard and Michele Hall's *Seasons of the Sea*, and the astonishing macro short film by Evan Sherman, *The Not So Silent World*. The line-up also presented the fascinating explorative journeys of Richie Kohler in *Legacy of the Britannic*, and Michon Alban's breath-taking kayaking expedition into the depths of Greenland in *The Ice Trap*.

### 3.2.4 Climate Change Heroes

The Ocean17 Festival Room played host to the ADEX Heroes of Climate Change on the final day of the event. Benoit Lecomte – the first man to swim across the Atlantic – discussed his next project, The Longest Swim, in which he will attempt to swim across the Pacific Ocean. He is partnering with several scientists and researchers for the project, with the aim of raising awareness about the current state of our oceans – particularly plastic pollution – and the impact of climate change on our planet.

Michon Alban returned to the stage to discuss his impending polar expedition, Arctic, which aims to raise awareness surrounding the threats posed by global warming and increasing commercial activity in the Northwest Passage. He was joined by fellow explorer and environmental scientist Tim Jarvis, who discussed his epic voyage in pioneering adventurer Ernest Shackleton's footsteps, and his new project,



25Zero, which aims to generate awareness about melting mountain glaciers. Jarvis will summit 25 mountain peaks along the equator over the course of two years.

The event was concluded with a presentation by environmental warrior and anti-whaling activist Captain Peter Bethune, who holds a world record for circumnavigating the world in Earthrace – powered by 100 percent biofuel. He discussed his TV show *The Operatives*, which follows a team of extreme conservationists as they travel the world exposing environmental criminals.

### 3.2.5 Aquatic Activities

The try-dives and swimming pool attracted lots of attention from day one. While children and non-divers were allowed to have their first experiences as divers under the close supervision of professional diving instructors, other dive enthusiasts took to the swimming tank to try their hand at fin swimming and underwater hockey & rugby.

Supported by: Orca Scuba, REN Scubaworx



Adult scuba try-dives at the ADEX Dive Tank

### Freedive Workshops

Top freedivers, Dada Li, Jonathan Chong & Jean-Pol Francois conducted workshops for participants wanting to experience freediving for the first time, giving visitors the chance to get up close and personal with the sport's experts.





Jean-Pol Francois's freedive workshop

### Mermaids

ADEX attendees were in for a treat as the mythical sirens of the sea came alive at ADEX, performing in the dive tank, swimming in the pool and posing for photographs at the Mermaid Cove. There were gasps of awe and wide smiles all around as Mermaids Hidy Yu, Dada Li, Eve Young, Syrena and Odessa Bugarin (just to mention a few) entertained and engaged with the masses. Adults and children alike were captured by the beauty of the mermaids and huge crowds formed around the performance locations. Despite being from different parts of the world, the mermaids, some who are accomplished scuba divers, freedivers and underwater photographers, share a common mission - to share their passion for the ocean and educate their captive audience about marine conservation and protection of its creatures.



From left: Jessica Pearl, Amelia Jane, Alexis Vassal



### 3.2.6 Lucky Draw

Day 2 at Suntec Singapore Convention and Exhibition Centre ended on a high with the highly anticipated lucky draw prizes:

#### Day 2 Lucky Draw Prizes

	Prize Name	Prize Description
1	Dive Helmet Pendant	worth SGD60 sponsored by DiveSilver Nautical Edition
2	Ossidabile Lionfish pendant	worth SGD60 sponsored by Ossidabile
3	3D2N Dive and Accommodation package for ONE	worth SGD210 sponsored by 7Seas Dive Gili
4	3D2N Dive and Stay Package for One	worth SGD225 sponsored by Nusa Ceningan Dive
5	Tecline MiniRazor Beta Knife and Closed SMB	worth SGD123 sponsored by Tecline
6	Aqualung i300 Dive Computer	worth SGD550 sponsored by Aqualung
7	Dive Helmet Pendant	worth SGD60 sponsored by DiveSilver Nautical Edition
8	DiveSea Bundle c/w AL250 LED Light & DiveSea High Quality Lanyard	Worth SGD105 Sponsored by DiveSea
9	2D1N + 4 dives LOB for One	worth SGD300 sponsored by Max's Dive Centre
10	Mexico Yucatan Explorer Dive Package for One	worth SGD130 sponsored by Pro Dive International
11	3D2N Full Board resort stay for Two	Worth SGD850 Sponsored by Summer Bay Lang Tengah
12	Travel voucher	worth USD2,000 sponsored by Ocean Travel Asia
13	APEKS ATX40 Regulator DS4 + ATX40Octopus	worth SGD 920 sponsored by APEKS
14	Dive Helmet Pendant	worth SGD60 sponsored by DiveSilver Nautical Edition
15	Vendetta Water Resistance Solar 10,000mah Charger	worth SGD30 sponsored by Vendetta



16	Mares Cruise Add On	worth SGD\$38 Scuba E-Shop
17	3D2N accommodation only for Two	worth SGD200 sponsored by B&J Tioman
18	Scubalamp Cash Voucher	worth USD350 sponsored by Scubalamp
19	2D1N liveaboard trip on MV Kangaroo Explore for Two	worth SGD1,600 sponsored by Cairns Dive Centre
20	3D2N Diver Package	worth SGD560 sponsored by Scuba Junkie at Mabul Beach Resort
21	Civa Fiji Pearl Pendant	worth SGD490 sponsored by Civa Fiji
22	3D2N Full Board resort stay for Two	worth SGD850 sponsored by Summer Bay Lang Tengah
23	Ratio Dive Comp	worth SGD1,400 sponsored by Ratio
24	Scubapro MK17 EVO / C350 Regulator System	worth SGD850 sponsored by Scubapro
25	5 nights Premium Ocean View Villa Accommodation, Half board + 3 days Diving for One	Value SGD3,100 Sponsored by Volivoli Beach Resort

### 3.2.7 Exhibitors' Party

The Exhibitors' Party was held at Baliza as all exhibitors at ADEX enjoyed free-flow beer and food from 7pm – 10pm, and one-for-one drinks after courtesy of Baliza. A total of 520 exhibitors and visitors attended the party which was the highest ever number in ADEX's history.

The winners of the Best Booth Design was announced during the party with 3 winners, Indonesia Tourism, Poseidon and Seacam.

Partnered by: Baliza

	<b>Prize for Best Booth Design</b>
1	3X3 booths for ADEX Singapore 2018



### 3.3 Day 3 – Sunday, April 17, 2017

The last day of ADEX is usually when divers and divers-to-be go berserk, grabbing the last-minute gear deals, attending as many talks as possible, and making use of their final networking opportunities – before the end of the region’s leading dive consumer and trade show.

#### 3.3.1 Live Judging of ADEX Voice of the Ocean Competition 2017

A crowd of over 200 visitors, speakers, trade visitors, exhibitors gathered in front of the main stage, patiently anticipating the start of ADEX Voice Of The Ocean 2017 Competition Live Judging. The contest drew entries from all over the world. The competition was a celebration of visual representations of the ocean, the creatures that inhabits these waters and including one category specially dedicated to climate change. For this year’s live judging, we were honoured to have A.G. Sano, Aaron Wong, Becky Kagan Schott, Cristian Dimitrius, Howard Hall, Michele Hall, Marty Snyderman & Richie Kohler as our judging panel.



Michele Hall giving her opinions VOO Competition 2017







The panel of judges for the ADEX VOO Competition 2017

Prize Sponsors: Sony, 7Seas Dive Gili, Aggressor Fleet, Atlantis Philippines, Ceningan Divers Bali, DiveSea, Explorer Ventures, ProDive International, SeeiSee, Taveuni Dive Resort Fiji

### Winners

Category	Winning Photo/ Video	Name of Winner	Prize(s)
Best of Show		Gazzaroli Claudio	<ul style="list-style-type: none"> <li>SONY Alpha Camera α7S II E-mount Camera with Full-Frame Sensor</li> <li>10 nights Komodo National Park itinerary Suite from Aggressor Fleet Omba Biru</li> <li>One year print subscription to ASIAN DIVER &amp; SCUBA DIVER Magazine</li> </ul>
Photo of the Year		Yung Sen Wu	<ul style="list-style-type: none"> <li>SONY Alpha Camera a6300 E-mount camera camera with APS-C sensor</li> <li>9D8N dive cruise onboard MV SEEiSEA 1 in Maldives for 01 pax sponsored by SEEiSEA</li> <li>Weefine Smartphone housing sponsored by DIVESEA</li> <li>One year print subscription to ASIAN DIVER &amp; SCUBA DIVER Magazine</li> </ul>



SINCE 1999

**ASIAN Geographic**  
ASIA WITHOUT BORDERS

2008

**Geographic passport**  
TRAVEL WITHOUT BORDERS

2009

**JUNIOR**  
ASIA AT YOUR FINGERTIPS

2010

**Asian Geographic images of asia**

2011

**Hot Soup**
**SCUBADIVER**  
austrasia oceanplanet
**AsianDiver**  
BY DIVER, FOR DIVER
**ASIA DIVE EXPO (ADEX)**
**underwater 360**  
www.underwater360.com
**AsiaDive 亚洲潜水者**  
潜水者 潜水者
**ADEX CHINA (BEIJING)**
**trade 360**  
LEARN LEAD INSPIRE
**DIVEAHOLIC**
**OCEAN WEEK**

SINCE 1981

1992

1995

2010





2013

2014

2015

2015

2017

<b>Artwork of the Year (Seahorses)</b>		Olga Suslova	<ul style="list-style-type: none"> <li>• 5D4N Accommodation only in Ocean Room bure for 01 pax sponsored by Tavenui Dive Resort</li> <li>• One year print subscription to ASIAN DIVER &amp; SCUBA DIVER Magazine</li> </ul>
<b>Environmental Photo of the Year (Climate Change)</b>		Beth Watson	<ul style="list-style-type: none"> <li>• SONY RX100V &amp; Underwater housing for RX100 Series</li> <li>• 7D6N Acoomodation + Dive package for 01 pax sponsored by Atlantis Dive Resorts &amp; Liveaboards</li> <li>• One year print subscription to ASIAN DIVER &amp; SCUBA DIVER Magazine</li> </ul>
<b>Compact Camera Photo of the Year</b>		James Mamoto	<ul style="list-style-type: none"> <li>• SONY RX100V &amp; Underwater housing for RX100 Series</li> <li>• 5D4N acoomodation + 5 dives in Superior room for 01 pax sponsored by 7SEAS Dive Gilli</li> <li>• WeeFine ring light sponsored by DIVESEA</li> <li>• One year print subscription to ASIAN DIVER &amp; SCUBA DIVER Magazine</li> </ul>
<b>Underwater Fashion Photo of the Year</b>		Andrew Lau	<ul style="list-style-type: none"> <li>• SONY RX100V &amp; Underwater housing for RX100 Series</li> <li>• Yucatan Explorer Dive Package for 01 pax sponsored by Pro Dive International Dive Centers Mexico &amp; Dominican Republic</li> <li>• Bigblue VL3500P, 3500 lumens LED Video Light sponsored by DIVESEA</li> <li>• One year print subscription to ASIAN DIVER &amp; SCUBA DIVER Magazine</li> </ul>

Video of the Year		Florian Fischer	<ul style="list-style-type: none"> <li>• SONY Alpha Camera a6300 E-mount camera camera with APS-C sensor</li> <li>• 1 week/trip on Turks &amp; Caicos Explorerer II in the Turks &amp; Caicos Islands for 01 pax sponsored by Explorer Ventures Liveaboard Diving</li> <li>• Bigblue Black Molly 2600 lumens photo/video light sponsored by DIVESEA</li> <li>• One year print subscription to ASIAN DIVER &amp; SCUBA DIVER Magazine</li> </ul>
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### 3.3.2 Lucky Draw

Day 3 at Suntec Singapore Convention and Exhibition Centre concluded with the ever-delightful lucky draw prizes:

#### Day 3 Lucky Draw Prizes

	Prize Name	Prize Description
1	Mares Dry Bag 10L	Worth S28 Sponsored by Scuba E-Shop
2	Dive Helmet Pendant	worth SGD60 Sponsored by DiveSilver Nautical Edition
3	Diving Voucher	Worth MYR400 B&J Tioman
4	3D2N Dive and Stay Package for One	worth SGD225 Sponsored by Nusa Ceningan Dive
5	Aqualung i300 Dive Computer	worth SGD550 Sponsored by Aqualung
6	Vendetta Water Resistance Solar 10,000mah Charger	Worth SGD30 Sponsored by Vendetta
7	Dive Helmet Pendant	worth SGD60 Sponsored DiveSilver Nautical Edition
8	DiveSea Bundle c/w AL250 LED Light & DiveSea High Quality Lanyard	worth SGD105 sponsored by DiveSea
9	3D2N Dive and Accommodation package for One	worth SGD210 7Seas Dive Gili
10	2D1N + 2 dives at Nirwana Garden	worth SGD450



	for One	sponsored by Max's Dive Center
11	Scubalamp Cash Voucher	worth USD350 sponsored by Scubalamp
12	7Nights Accommodation + 5 days of Diving for ONE	worth SGD 1950 sponsored by Sam's Tours & Palau Central Hotel
13	Ossidabile Seahorse pendant	worth SGD50 sponsored by Ossidabile
14	Dive Helmet Pendant	Worth SGD60 Sponsored by DiveSilver Nautical Edition
15	Tecline Peanut 21 Travel Edition	worth SGD840 sponsored by Tecline
16	3D2N Full Board resort stay for Two	worth SGD840 sponsored by Summer Bay Lang Tengah
17	Ratio Dive Comp	worth SGD880 sponsored by Ratio
18	Dive Helmet Pendant	worth SGD60 sponsored by DiveSilver Nautical Edition
19	Mares Cruise Add On	worth SGD38 sponsored by Scuba E-Shop
20	2N3D + 4 dives package for One	worth SGD435 sponsored by Bali Dive Trek
21	Civa Fiji Pearl Bracelet	worth SGD420 sponsored by Civa Fiji Pearl
22	SEAWING NOVA Fins	worth SGD290 sponsored by Scubapro
23	Fiji Return Flight ex SIN + 5 nights Accommodation & Dive Package for One	worth SGD4,899 sponsored by Cango Dive, Fiji Airways & Taveuni Dive Resort



## 4. SPEAKERS

### Guest-Of-Honour

#### International

Dr Sylvia A. Earle

Frederic Buyle  
Howard & Michele Hall  
Kokoi Baldo  
Krov Menuhin  
Marty Snyderman  
Pepe Arcos  
Richie Kohler  
Tim Jarvis

Hidy Yu  
Jess Bell  
Joyce Ng  
Mitcheline Defino  
Odessa Bugarin  
Syrena

### Guest-Of-Honour Asia

Jose Ramos-Horta

### Keynote Speaker

Clive Wilkinson

### Marine

#### Conservation/NGO/Scientist

Alex Rose  
Clive Wilkinson  
Depine Robbe  
Dr Tan Heok Hui  
Jessica Hardy  
Karenne Tun  
Kathy Xu  
Ludwig Federigan  
Paul Frieze  
Tan Heok Hui

### Miss Scuba International

Devina Mahendriyani  
Meryl Angeline King  
Jamie Piyada

### Heroes of Climate Change

Benoît Lecomte  
Captain Pete Bethune  
Tim Jarvis  
Alban Michon

### Ocean Artist

AG Sano  
Anuar Abdullah

### Special Address

Captain Paul Watson

### Photo/Video Pros

Aaron Wong  
Alan Lo  
Alegra Ally  
Andrew Marriott  
Anthony S Lenzo  
Bart Lukasik  
BK. Chin  
Brett Lobwein  
Bulent Selli  
Cristian Dimitrius  
Dietmar W. Fuchs  
Eduardo Acevedo  
Edward Lai  
Evan Sherman  
Glenn Yong  
Imran Ahmad  
Jim Chen  
Laurent Ballesta  
Luca Vaime  
Lynn Wu  
Marcello Di Francesco  
Marty Snyderman  
Mathieu Meur  
Michael Aw  
Nuswanto Lobbu

### Celebrity Speakers

Eve Young – ADEX Ambassador  
for Freediving  
Hidy Yu – ADEX Ambassador  
for Mermaids  
Joyce Tang – ADEX Ocean  
Ambassador

### Freedivers

Alan Lam  
Alexey Molchanov  
Dada Li  
Erez Beatus  
Eve Young  
Frederic Buyle  
Jean-Pol Francois  
Jonathan Chong  
Nora Lestari  
Oli Christen  
Pepe Arcos  
Suzy Lim

### Ocean17 Featured Speakers

AG Sano  
Alban Michon  
Andrew Marriott  
Bart Lukasik  
Becky Kagan Schott  
Captain Pete Bethune  
Cristian Dimitrius  
Ernie Brooks

### Mermaids

Alexis Vassal  
Amelia Jane  
Audrey Chen  
Dada Li  
Eve Young



Pietro Cremone  
Roni Ben-Aharon  
Saygun Dura  
Simon Lorenz  
Tim Ho  
Tobias Friedrich  
Vincent Truchet  
Yorko Summer  
Yoshi Hirata  
Yzin Kim

#### **TekDivers**

Alex Santos  
Beatrice Riviora  
Becky Kagan Scott  
Ben Reymenants  
Bruce Patridge  
Chris Owen  
David Strike  
Edd Stockdale  
Gideon Liew  
Paul Toomer  
Randy Thorton  
Richie Kohler  
Shafraz Naeem  
Simon Pridmore  
Thomas Dederichs  
Wojtec A. Philip  
Wu Li Xin

#### **Filmfest (Ocean17)**

Adrienne Gittus  
Bart Lukasik  
Claudia Schmitt  
Cristian Dimitrius  
Hendrik Schmitt  
Paul Friese  
Pepe Arcos  
Richie Kohler

#### **History Corner**

Clement Lee  
Bob Ramsay  
Leslie Leaney

#### **Bookfest (Ocean17)**

Ernie Brooks (Guest of Honor)  
Andrew Marriott  
Liz Cunningham  
Michael Aw  
Todd Essick  
Vladimir Mladenovic  
Yzin Kim

#### **Scuba360 Business Forum**

Chloe Harvey  
Darren Brunton  
David McCann  
Gemma Thomas

Guido Waetzig  
Henrik Rosen  
Jerker Tamelander  
JJ Harvey  
Karenne Tun  
Kooyu Gu, Yu  
Laurie Wilson  
Leon Boey  
Marthen Welly  
Mik Jennings  
Peter Stone  
Randall Arauz  
Rili Djohani  
Robert Scales  
Thomas Knedlik  
William Ziefle

#### **Asia Surf Expo (Watersports360)**

Asim Mohammad Fulhu  
Cheng Si' Jia  
Cheng Si' Min  
Jonathan Loh  
Kacper Lepicki  
Kathrin Borgwardt  
Nora Amalie Lundstrøm  
Ollie O'Reilly  
Paula Rosales  
Svein Rasmussen



## 5. ADEX 2017 EXHIBITORS

### ADEX 2017 EXHIBITOR LIST

- 300 BAR ASIA
- 69SLAM
- 7SEAS DIVE GILI
- A&L ADVENTURE & LEISURE SDN BHD
- ACTION ASIA
- ACTION TRAVEL CLUB
- ACTIVEALLBRITE
- AFRICA IS NOT FOR SISSIES
- AFRICAN & ORIENTAL LTD
- AGGRESSOR FLEET
- AIYANAR BEACH & DIVE
- AMAZING BORNEO TRAVEL & EVENTS
- AMAZING DIVE
- APEKS SINGAPORE
- APNEA ASSOCIATION OF SINGAPORE
- APNEA INTL
- AQUALUNG
- AQUAMARINE DIVING - BALI
- AQUAMUNDO (KAWAN KAWAN)
- AQUATICA DIGITAL
- AQUATICA DIVE RESORT
- AQUATICITY
- ASIA DIVE ACADEMY
- ATLANTIS INTERNATIONAL BALI
- ATOLL SCUBA
- AUSSIE DIVERS PHUKET
- B&J TIOMAN
- BALI CRYSTAL DIVERS
- BALI DIVE TREK
- BALI HAI
- BALI SHARKS RESCUE CENTER
- BAUER
- BEACH PHARMACY
- BEAUTYLANE PTE LTD
- BEGA LAGOON RESORT
- BEYOND OCEAN NETWORK
- BLUE AZURE
- BLUE CORNER DIVE LEMBONGAN
- BLUE K SAFARI MALDIVES PVT LTD
- BLUE KITEBOARDING / KICITING PALAWAN
- BLUE LABEL DIVING
- BLUE LAGOON DIVE SHOP
- BLUE MARLIN DIVE
- BLUE OCEAN NETWORK
- BLUE REEF SCUBA
- BORNEO DIVERS & SEA SPORTS SABAH
- BOUTIQUE BEACH CLUB
- BUDDY WATCHER
- BUNAKAN OASIS RESORT
- CENINGAN DIVERS
- CHINADIVE
- CHRISTMAS ISLAND TOURISM ASSC
- COCOTINOS
- CORAL TRIANGLE
- CRESSI SUB
- CUBIC 2 - TWICE THE FUN
- DAN
- DEEP BLUE ASIA
- DISHDASH
- DIVE AWAY
- DIVE DAMAI
- DIVE GAJA
- DIVE INN BALI
- DIVE INTO INDONESIA
- DIVE PHOTO GUIDE
- DIVE QUEENSLAND
- DIVE RAID-SMB
- DIVE YOUR CHOICE
- DIVESEA
- DIVESILVER
- DIVIAC
- DIVING IN MALDIVES
- DIVING SOLUTIONS
- DIVING UNLIMITED INTERNATIONAL, INC
- DIWA
- EASYDIVE
- EKO DIVERS
- ENTH DEGREE
- EVE YOUNG
- EX-MOUTH DIVING & WHALES SHARK CENTRE
- EXPLORER VENTURES
- FAMILY DIVER JAKARTA
- FINS ATTACHED
- FIRST ASIAN TEAM UNDERWATER RUGBY [SINGAPORE]
- FISH N FINS
- FISHERMAN SCUBA
- FREE DIVING PAVILLION
- FREEDIVING PLANET
- FRIENDLY WATERS SEASPORTS
- FROGGIES DIVERS
- FUN AZUL
- FUN-IN SG
- GARDEN ISLAND RESORT & AQUA-TREK
- GEKO DIVE BALI & HANDSKI
- GILI DIVE TRAVEL
- GLENN YONG PHOTOGRAPHY
- GRAND LULEY MANADO
- GREEN FINS
- GUANGZHOU QIAO INVESTMENT CO., LTD
- GULL
- HAENYED OF KOREA / DIVING OF KOREA, JEJU ISLAND
- HYPERGEAR
- JETSURF SEA
- KBA TRAINING CENTRE
- KIDS ZONE
- KITOONS ASIA
- KOMODO RESORT & DIVING CLUB
- KOVLIFE (SG)
- KTA
- L&W COMPRESSORS
- LA GALIGO LIVEABOARD
- LEADERFINS
- LEGEND DIVING LEMBONGAN
- LIVING OCEANS PTE LTD
- LUTWALA DIVE GILI AND NOMAD
- AFRICA DIVE TOURS
- MAAFUSHI MALDIVES
- MALDIVES CRUISER
- MANADO DIVE CENTRE & KINNO SCUBA
- MARLIN DIVERS
- MAX'S DIVE CENTRE
- MEDICAL STATION
- MERMAID COVE
- MINISTRY OF TOURISM, REPUBLIC OF INDONESIA
- MISOL
- MOMO DIVE BALI
- MV MALDIVES PRINCESS & MV ARK NOBLE
- MY ADVENTURE INDONESIA
- NATIONAL DIVE LEAGUE
- NATIONAL PARKS BOARD
- NATURE SOCIETY
- NAUTICAM
- NAUTILUS LIVEABOARDS
- NINGBO
- NORTH WEST BALI DIVING
- NUDI PTE LTD
- OCEAN GEOGRAPHIC SOCIETY
- OCEAN MANAGEMENT SYSTEM
- OCEAN QUEST ASIA
- OCEAN REEF
- OCEAN TRAVELASIA PTE LTD
- OCEANIC ASIA PACIFIC
- OCEANSS DIVING RESORT
- OCTOPUS WETSUIT
- ORCA NORWAY
- ORCA SCUBA
- OSSIDABLE
- OUTDOOR CHANNEL
- PADI
- PALAU ROYAL RESORT
- PALAU VISITOR AUTHORITY
- PAPUA DIVING
- PAPUA EXPLORERS
- PIRATES' BAY CRUISING
- POSEIDON DIVE
- PRINCE JOHN DIVE RESORT
- PRO DIVE INTERNATIONAL DIVE CENTERS
- PRUDENTIAL (ACHIEVERS BOOT CAMP)
- PT. PANUNEE SEA MASTER
- PULAU SIPADAN RESORT & TOURS
- RADIATOR WETSUITS
- RAJA AMPAT TOURISM OFFICE
- RAJA LAUT
- RATIO COMPUTERS
- REN BEER BAR
- REN SCUBA WORK
- RIP CURL
- RSHISI PTE LTD
- SABAH TOURISM
- SAMAMBAIA
- SAM'S TOURS PALAU
- SANGALAKI RESORT
- SCIENTIST & HISTORY CORNER
- SCUBA ESHOP
- SCUBA INSTITUTE
- SCUBA JUNKIE
- SCUBA LAMP
- SCUBA REPUBLIC INDONESIA
- SCUBA WAREHOUSE
- SCUBACAM
- SCUBADDICTION
- SCUBAFORCE ASIA
- SCUBAMAMASHOP
- SCUBA PEOPLE
- SCUBAPRO
- SEA DIVE TRAVEL PTE LTD
- SEA SAFARI CRUISES
- SEA SHEPHERD
- SEAC SUB ITALY
- SEACAM
- SEASIEE
- SEAVENTURES DIVE RIG
- SHAKTI
- SHARELIFE SPORTS EQUIP CO LTD & WINDSURFING, KITESURFING & SUP SINGAPORE
- SHARK CRAFTS
- SHEARWATER RESEARCH
- SI TECH AB
- SIMPLY SCUBA
- SINGAPORE FREEDIVING ACADEMY
- SJ SEAS MARINE CONSERVATION
- SOLOMON ISLANDS DIVE EXPEDITIONS
- SOLOMON ISLANDS VISITORS BUREAU
- SONY
- SPIRIT OF FREEDOM
- SPORTCREATES PTE LTD
- SSI
- STARBOARD GROUP (SHELL)
- STIRLING UNDERWATER HOCKEY TEAM
- SUBAL
- SUMMER BAY TRAVEL & TOURS
- SUMMER DIVE CENTRE
- SURFLO.CO
- SUUNTO SERVICING
- TAVEUNI DIVE RESORT & FUJI AIRWAYS
- TDI SEASIA PTE LTD
- THALASSA MANADO
- THE LIQUOR COMPANY PTE LTD
- TOURISM AUTHORITY OF THAILAND
- TOURISM FUJI
- TOURISM PROMOTIONS BOARD PHILIPPINES
- TULAMBEN WRECK DIVERS
- UBER SCUBA & KALIMAYA
- ULTIMATE DEPTH
- UNA UNA SANCTUM
- UNDERSEA HUNTER
- UNDERWATER TIMOR-LESTE
- UNDERWATER TRIBE
- URSUIT OY
- UW360 BOOTH
- VALSTECH INC. (ILENZO)
- VENDETTA
- VOLI/VOLI BEACH RESORT
- WAKATOB
- WALINDU/FEBRINA
- WATERPRO
- WHITE MANTA
- WILD TRIPS
- WORLD DIVING LEMBONGAN
- WORLDWIDE DIVE & SAIL / SIREN FLEET & MASTER LIVEABORD
- XDEEP
- XRAY MAGAZINE
- YOS DIVE LEMBEH & KOMODO DRAGON
- ZEN FREEDIVING
- ZHEJIANG LUXON COMPRESSORS CO. LTD

