



# **ADEX SABAH OCEAN FESTIVAL**

## **POST-EVENT REPORT**

**Sabah International Convention Centre (SICC)  
SABAH, MALAYSIA**

**AUGUST 18-20, 2023**

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## **Introduction to Asia Dive Expo (ADEX) Ocean Mission Singapore 2023**

### **1.1 About ADEX**

With history spanning across 29 years, ADEX is the largest and longest-running dive consumer and trade expo in Asia, becoming one of the most popular events in the industry. Since its handover to Underwater360°(UW360) in 2009, ADEX has seen significant expansion in the past decade.

Following the success of ADEX Ocean Mission Singapore 2023, ADEX Sabah Ocean Partnership Summit was held from August 18-20 at the Sabah International Convention Centre (SICC), Sabah, Malaysia.

With the backdrop of the UN's "Decade of Ocean Science for Sustainable Development (2021-2030)," the summit gathered international and local experts to address pressing marine challenges. Participants witnessed hands-on conservation actions, ranging from marine debris cleanup to the distinctive ADEX Mermaid Competition 2023.

The 3-day event in collaboration with the Sabah Tourism Board, gathered international experts like scientists, marine conservationists, and underwater media professionals. The event showcased dive technologies, destinations, and tour packages, allowing exhibitors to connect. ADEX Ocean Festival will return to Singapore from 12-14 April 2024, focusing on a Blue Economy.

### **1.2 About Underwater360°**

Underwater360° (UW360) is the umbrella platform that represents every major pillar of diving across Asia, offering readers everything they need to know about exploring the world of water. Since 2010, the platform has been bringing entertaining and digestible content aimed at the dive community and industry through its three scuba magazine titles – Asian Diver, Scuba Diver AUSTRALASIA, and Scuba Diver OCEAN PLANET – and of course, ADEX.

### **1.3 About Asian Diver and Scuba Diver Magazine**

AsianDiver is the official publication for ADEX and a magazine for serious divers who understand the challenging lure of the deep sea. It has become a brand known around the world for its unique insights into the world's richest dive region. Aimed at industry leaders, avid divers, intrepid instructors, and dive leaders, the magazine supports a community committed to the sport we all love.

ScubaDiver Australasia + Ocean Planet (SDAA+OP) is a lifestyle magazine for divers around the globe. SDAA+OP specialises in delivering exciting content on diving destinations, underwater photography, and conservation. It is also the official media partner of Divers Alert Network (DAN) Asia-Pacific.

2.0 ADEX Sabah Ocean Partnership Summit 2023 Statistics

<p><b>TOTAL NUMBER OF EXHIBITORS</b></p> <p><b>41</b></p> <p><b>TOTAL TRADE &amp; EXHIBITOR PERSONNEL</b></p> <p><b>689</b></p> <p>Total number of booths:</p> <p><b>54</b></p>	<p><b>TOTAL NUMBER OF SPEAKERS / GUESTS</b></p> <p><b>50</b></p> <p>Featured global and local divers, conservationists, doctors, scientists, travel agencies and photographers.</p>	<p><b>TOTAL NUMBER OF VISITORS / CONSUMERS</b></p> <p><b>4286</b></p>
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## 2.1 Exhibitor Listing

#	BOOTH # AND EXHIBITOR NAME
1	A01 - PADI ASIA PACIFIC
2	A02, A03 - SIPADAN WATER VILLAGE
3	A04A - MALAYSIA MERMAID CLUB
4	A04B - BABY SHARK DIVE CENTRE
5	A05 - PASUKAN POLIS MARIN
6	A06 - TENTERA LAUT DIRAJA MALAYSIA
7	A07 - THE BOARD OF TRUSTEES OF THE SABAH PARKS
8	A08 - DAILY EXPRESS
9	B01,B02 - DOWN BELOW MARINE & WILDLIFE ADVENTURES
10	B03-B06 - SABAH TOURISM BOARD
11	B09 - HOAK / BABY SHARK DIVE CENTRE
12	B10 - ECHO RESORTS
13	B11-B14 - TOUSIM MALAYSIA
14	C01 - NAUI ASIA PACIFIC
15	C02 - PULAU SIPADAN RESORTS & TOURS SDN BHD
16	C03 - LIKE SCUBA
17	C04,C06 - THE ONE TENGGOL ISLAND RESORT
18	C05, C07 - SSI
19	C08 - AJ BEST TRAVEL S/B
20	C09,C10 - MANTA SCUBA SDN BHD
21	C11 - GO AQUATIC TRAVEL

22	C12 - KOMODO ESCAPE LIVEBOARD
23	C13 - ATMOS
24	C14 - BLUEHOPE
25	C15 - ANTI FISH BOMB SABAH
26	C16 - TRAVERSE TOURS
27	C17,C18 - XDEEP / PRESTIGE SCUBA
28	C19 - UMS BMRI
29	C20 - JCI LJUYANG
30	C21,C22 - MERMAID FEDERATION INTERNATIONAL LIMITED
31	C23 - MADLIVES LEGEND
32	C24 - PUTRI DUYUNG INDONESIA
33	D01,D02 - DESIGN FILE
34	D03 - MYCEB
35	D04 - DIVE HEART
36	D05 - OCEAN QUEST GLOBAL
37	DB01 - BIGFIN DIVERS BORNEO
38	DB02 - UINAH
39	DB03 - WATERFLY BORNEO
40	DB04 - OLGA BELKA UNDERWATER ARTIST
41	DB05 - DIVEARTS ACADEMY

## 2.2 Sponsors and Partners

### Supported by:



### Official Online Media:



### Official Media Partners:



### Supporting Media:



### Supporting Partner:



### Sponsors:



ADEX would like to thank all the Official Sponsors, Supporting Sponsors, Media and Partners that were a part of ADEX Sabah Ocean Partnership Summit 2023 and helped make it a reality.

### 3.0 Speakers



We were privileged to host 50 esteemed speakers spanning various specialties, including divers, photographers, conservationists, biologists, representatives, and performers, both from local and international domains. We are pleased to integrate new colleagues into our 'Ocean Family'. We extend gratitude to all who continually engage and contribute to the advancement of this ocean community. The event delved into a range of pertinent topics surrounding ocean life and conservation. Panel discussions specifically tackled the issue of marine debris, uniting policy makers, industry stakeholders, and communities to discuss its impact and feasible solutions.

## Speakers:

**Dr Pushpa Palaniappan**  
Senior Lecturer, UMS Borneo Marine Research Institute

**Augustine Binson**  
Principal Assistant Director, Sabah Parks

**Jean-Claude Monachon**  
SSI VP International Business Development

**Cat Trivino**  
Event Emcee  
ADEX Sustainable Ocean Ambassador (Philippines)

**Dr Anuar Abdullah**  
ADEX Ambassador for Coral Reefs (Malaysia), Founder, Ocean Quest Global,  
Creator of The Sea Shepard Dive-Coral Propagation Program

**Hidy Yu**  
ADEX Ambassador for Marine Conservation (HKG), ADEX Ambassador for  
GhostNet Hunters (HKG)

**Mark Hedger**  
Regional Manager, PADI Asia Pacific

**Edmund Lo Wing Ket**  
Founder, Sabah Diving, NAUI Representative

**Vincent Lai**  
SSI Area Manager, Malaysia

**Jason Isley**  
CEO, Scubazoo Producer, Natural History Photographer Cameraman

**Simon Christopher**  
Founder, CEO, BluHope

**Leng Yein**  
ADEX Ocean Ambassador, Malaysia

**Julia Aveline Rabenjoro**  
Founder, Bubbles of Hope

**William Tong**  
(NAUI Asia Pacific)

**Terence Lim**  
Executive Director, Stop Fish Bombing Malaysia

**Ricky Koh**  
SSI, General Manager, Singapore, Malaysia, Brunei

**Bobita Golam Ahad**  
Senior Aquaculture Officer, Semporna Islands Park

**Roger Munns**  
Professional Underwater Photographer

**Yzin Kim**  
Underwater Photographer

**Kent Yeung**  
Underwater Fashion Photo / Videographer

**Tommy Wong**

**Robin Philippo**  
Tropical Research and Conservation Centre (TRACC)

**Olga Belka**  
Underwater Painter Artist

**Dr Sharifah Nora Asifiah**  
Senior Lecturer, UMS Borneo Marine Research Institute Marine Biologist

**Mike Scotland**  
Editor & Publisher, Dive Log Australasia

**H.J Syed Abd Rahman Syed Hassan**

**HE Michalis Rokas**  
EU Ambassador to Malaysia

**Maya Karin**  
Malaysia's most Awarded Actress

**Julia Wheeler**  
Underwater Photographer

**Madame Tulip Noorazyze**  
Seri Mengasih Centre

**Yap Liling**  
Corp Affairs Management / Mercia Group & Forest Solutions Director

**Pablo Mohd Fauzi**  
Guest Speaker

**Sofia**  
Semporna Islands Park

**H.J Syed Abd Rahman Syed Hassan**  
Founder & Director, Kids Scuba Malaysia Ambassador, Diveheart Malaysia,  
Chairman, Accessible Tourism WG14 Malaysia  
PADI US Advisory Committee, Youth Diving Education  
& Adaptive Techniques Specialty

**Dr Gretchen C. Coffman**  
Senior Lecturer NUS Geography Dept

**Ting Wai Kit**  
NUS Geography Dept and Forever Sabah

**Michael Yap**  
Tanjung Aru Marine Ecosystem Center (TAME), Founder- Seagrass Guardian

**Mark Rausch**  
Founder, Poseidon Handicap Scuba Adventures

**Alan Lam & Yukki Wong**  
Founder of MFI Mermaid, MFI Master Mermaid Instructor Trainer

**Pia Avrianie**  
Founder, Putri Duyung Indonesia

**Ng Ser Ling**  
Founder, Merveille League, Mermaid Society PADI Mermaid Trainer, PADI  
Mermaid Team Member

**Angelia Thien Hedger**  
Founder, Malaysia Mermaid Club

**YB Datuk Jeffrey Kitingan**  
Sabah's Deputy-CM/Ministry of Agriculture, Fisheries and Food industry  
(MAFFI)

**Tommy Wong**  
Owner, Baby Shark Dive Center



### 3.1 23 Hour Ocean Clean Up



The Main Ocean Clean up team was led by Hidy Yu, Dr Anuar Abdullah, Leng Yein, Julia Aveline Rabenjoro, Chan Wah, KK Yip, Chun, Marco Liu, Herry Tse and Ian.

These Ocean Heroes embarked on a remarkable 23-hour underwater cleanup mission, complemented by a dedicated beach cleanup. Special thanks to Sabah Parks, Sabah Marine Team, Scuba Junkie, Dive Borneo Bah, Traverse Mari Mari Sepanggar Island, Down Below, Universiti Malaysia Sabah (UMS) Divers Team, DDC Deus Diving Club, and Public Divers.



### 3.2 ADEX International Mermaid Competition 2023

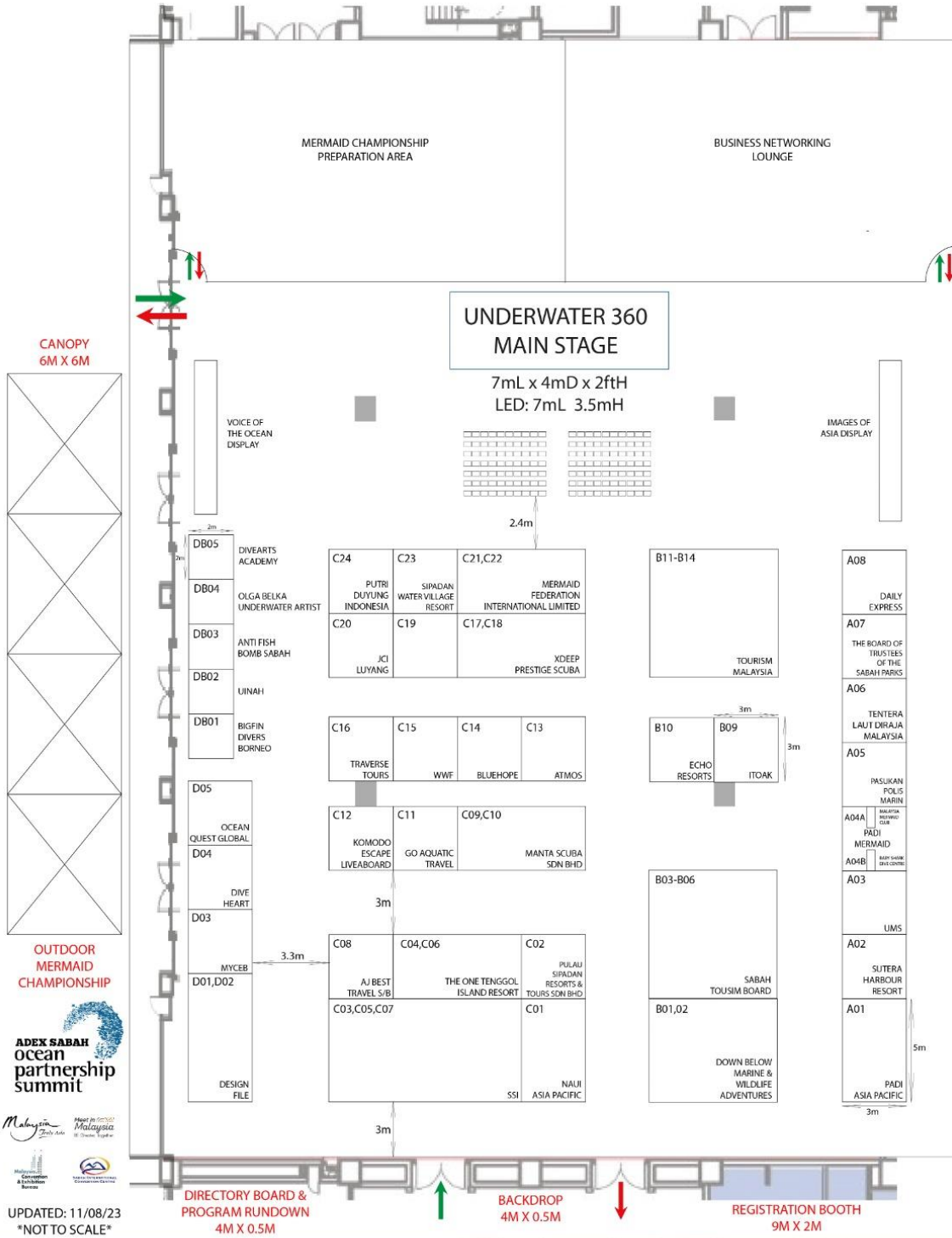


The International ADEX Mermaid Competition 2023 wrapped up an exhilarating three-day event that progressed from preliminary rounds to semi-finals, culminating in the grand finals. The 2023 champion was crowned after all contestants showcased outstanding performances, seamlessly blending technical precision with aesthetic brilliance. Special thanks to the sponsors AturDive, Braveer, Dong Fang Jiao, Mervielle League Society, SSI, The One Tenggol Island Resort and Maldives Legend.

## Mermaid Competition Winners and Prizes

Category	Name	Prizes
Open Category	<b>Champion</b> Mermaid Befalia Aisarahmadani (Indonesia)	1 x Braveer Silicon Mermaid Outfit worth MYR14,000
		1 x Dong Fang Jiao Mermaid Tail worth MYR1,100
		1 x Deluxe Seaview 4D3N Scuba Diving Package, includes accommodation, 6 dives, full board meals for 1 pax at The One Tenggol Island Resort worth MYR 2,577
		1 x 4D3N Maldives Liveaboard Ocean Citizen Dive & Dance Party on the 20th to the 23rd December 2023 comes with 5 scuba diving or 3 free diving, full board meals, water & soft drinks, cocktail beach party + dive guides worth USD999
		SSI Mermaid Instructor Digital Kit worth USD100
	<b>1st Runner-Up</b> Mermaid Sera (South Korea)	1 x Braveer Luggage worth MYR 1,588
		1 x Braveer Monofins worth MYR588
		1 x Dong Fang Jiao mermaid Tail worth MYR1,050
		1 x Deluxe Seaview 4D3N Scuba Diving Package, includes accommodation, 6 dives, full board meals for 1 pax at The One Tenggol Island Resort worth MYR 2,577
		SSI Mermaid Instructor Digital Kit worth USD100
	<b>2nd Runner-Up</b> Merman John Liew Vui Li (Malaysia)	1 x Braveer Monofins worth MYR588
		1 x Dong Fang Jiao mermaid Tail worth MYR1,000
		1 x Deluxe Seaview 4D3N Scuba Diving Package, includes accommodation, 6 dives, full board meals for 1 pax at The One Tenggol Island Resort worth MYR 2,577
		SSI Mermaid Instructor Digital Kit worth USD100
Youth Category	<b>Winner</b> Mermaid Daqueenna Kandice Lius (Indonesia)	1 x Aturdiver Mermaid Outfit worth MYR690
		1 x Aturdiver mermaid Outfit worth MYR650
		SSI Mermaid Instructor Digital Kit worth USD100
		1st Runner-Up: Nathania Gavrila Widyanto (Indonesia)
		1 x Aturdiver Mermaid Outfit worth MYR600
		SSI Mermaid Instructor Digital Kit worth USD100
<b>Best Performance (Highest in Score voted by Judges)</b>	<b>Winner</b> Daqueenna Kandice Lius (Indonesia)	1 x 4D3N Maldives Liveaboard Ocean Citizen Dive & Dance Party on the 20th to the 23rd December 2023 comes with 5 scuba diving or 3 free diving, full board meals, water & soft drinks, cocktail beach party + dive guides worth USD999
		SSI Mermaid Instructor Digital Kit worth USD100

### 3.1 Floor Plan



**ADEX SABAH ocean partnership summit 2023**  
 AUGUST 18-20  
 SABAH INTERNATIONAL CONVENTION CENTRE (SICC)  
 SABAH, MALAYSIA

**ADEX SABAH GHOST NET HUNTERS**  
 20/08/2023

**23 HOURS**  
**BEN LECOMTE**  
**HIDY YU**



# ADEX Sabah Ocean Partnership Summit 2023 Event Highlights

## 3.1 Day 1 (Friday, 18 March 2023)

TAKE A LOOK AT DAY 1 OF ADEX IN ACTION: Click [HERE](#) to watch the video!

The inaugural ADEX Ocean Partnership Summit 2023 commenced with exhibitors displaying cutting-edge products and technologies. On the underwater360 stage, local and international speakers addressed vital topics, encompassing business opportunities in diving, marine conservation, climate change implications on marine tourism, and more.



Renowned institutions and industry giants, including PADI, SSI, and NAUI, contributed their expertise. Day 1's panel discussions delved into the Blue Economy and the significance of Ocean Plastics, offering attendees valuable insights from field experts.



The Opening Ceremony of the ADEX Ocean Partnership Summit 2023 began with a welcome address from YB Datuk Christina Liew, the Minister of Tourism, Culture, and Environment Sabah, succeeded by remarks from John Thet, the CEO of ADEX. The team from ADEX Sabah's local partners, Shoal Sdn Bhd, then took the stage, leading up to the introduction of the 23-hour Ocean Clean Up by the principal Clean Up team. Keynotes were also presented by representatives from SSI, NAUI, and PADI. Guest speakers.



Guest Speakers for Sabah, Image/Video, FreeDiving, TekDiving, Conservation, Education, and Ocean Artistry were introduced as well. Leng Yein was announced as the ADEX Ocean Ambassador for Malaysia. The ceremony concluded with the launch of the ADEX Sabah Mermaid Competition 2023.





### 3.2 Day 2 (Saturday, 19 August 2023)

TAKE A LOOK AT DAY 2 OF ADEX IN ACTION: Click [HERE](#) to watch the video!

DAY 2 of ADEX Sabah Ocean Partnership Summit 2023 saw a consistent stream of visitors entering the expo looking forward to the speaker topics, panel forums and in anticipation of the semi finals of the mermaid competition.



The event progressed with captivating panel discussions, starting with enlightening videos—a poignant plastic message designed specifically for Malaysia and "Rethinking Plastic (BMI)," narrated by Maya Karin by Sir David Attenborough.



Subsequent dialogues by experts delved into Underwater Photography/Videography in Malaysia and collective strategies for a Fish-Bomb-Free Semporna Seas. Attendees thronged the booths, eager to try the latest products and clinch deals on dive resorts and holidays. The day's speaker topics were comprehensive, covering intricate marine life, diving career opportunities, ocean conservation, reef restoration, the evolving dynamics of tourism in Malaysia, and the innovative "Roots to Reefs 360: Using VR for Outreach Education."





### 3.3 Day 3 (Sunday, 20 August 2023)

TAKE A LOOK AT DAY 3 OF ADEX IN ACTION: Click [HERE](#) to watch the video!

Sunday, the concluding day of the ADEX Sabah Ocean Partnership Summit 2023, saw a wide array of insightful discussions and initiatives unfolded. The "Fish-Bomb-Free Sabah / Coral Triangle" panel discussion facilitated a robust dialogue between local representatives and stakeholders. Speakers addressed diverse subjects, from marine biology's intricate wonders and the integration of persons with disabilities in scuba diving, to sustainable practices in clam and abalone farming for conservation purposes. Furthermore, discussions delved into the emerging profession of mermaiding, its therapeutic applications, the nuances of underwater videography, marine conservation efforts in Pom Pom Island Sabah, the art and discipline of FreeDiving in Kota Kinabalu, and environmentally-conscious underwater painting techniques.



The ADEX International Mermaid Competition's finals emerged as a focal point, mesmerizing attendees with the finalist's captivating aquatic displays. Within the exhibition hall, strategic Business-to-Business (B2B) and Business-to-Consumer (B2C) engagements fostered potential partnerships, collaborations, and the ideation of novel concepts.



The Ocean Heroes geared up for the ambitious CSR endeavor: a continuous 23-hour ocean cleanup. Setting forth from Jesselton Point Jetty, teams of dedicated ocean champions embarked in scheduled intervals. Their mission: to rid the oceans of debris, plastics, and entangling nets with a simultaneous beach clean up. Their collective effort resulted in the extraction of a commendable 276 KG of marine waste. Guiding this initiative was Hidy Yu, along with a select group of specialist divers from Hong Kong, renowned for their extensive expertise in prolonged underwater ocean cleanups. The divers were equipped with cutting-edge, personalized Ocean Heroes limited edition BCDs, sponsored by XDEEP.





The Summit concluded with the Ocean Heroes Awards night, where certificates of appreciation were presented to all participants involved in the CSR project. The ceremony was complemented by a time of fellowship and a celebratory dinner.



~END~

See you at ADEX Shenzhen 2023!

23-26 November 2023

Shenzhen Convention and Exhibition Centre, China.

SHENZHEN CONVENTION & EXHIBITION CENTER, CHINA  
深圳福田会展中心

11月23-26日  
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**ADEX SHENZHEN** 年  
中国海洋经济博览会 20  
**DIVE FESTIVAL** 23  
NOVEMBER 23-26

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underwater  
360

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**ADEX**  
SUNTEC, SINGAPORE

20  
24  
APRIL 12-14

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DEDICATED TO THE **SUSTAINABLE BLUE ECONOMY**

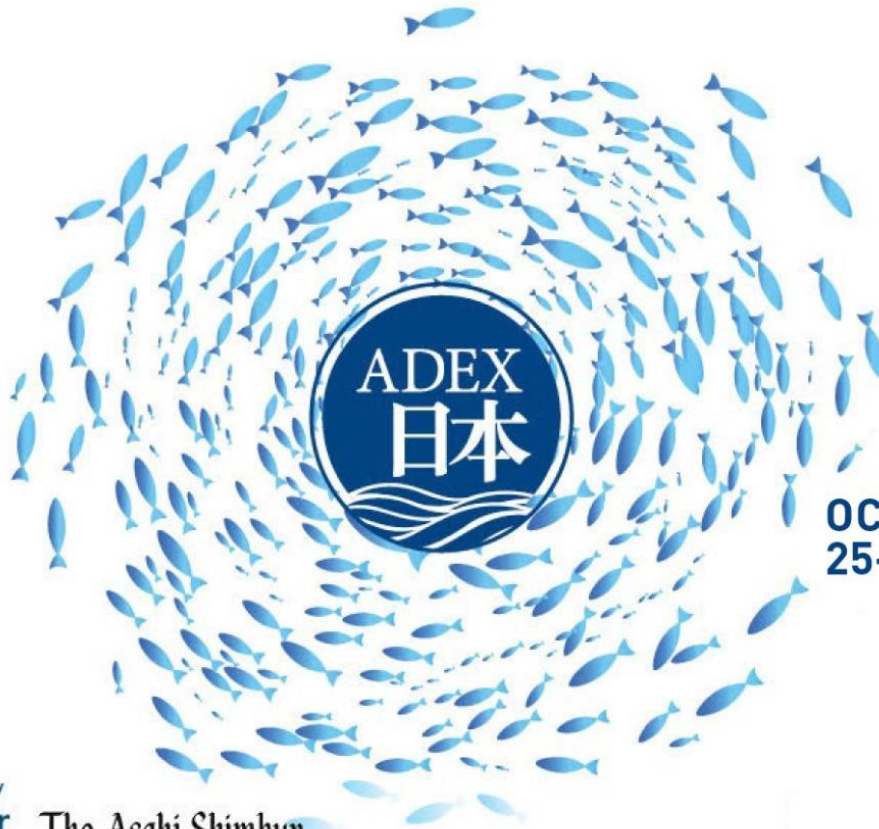
ONE OCEAN. ONE LOVE  
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CITIZEN

2021-2030  
UNITED NATIONS  
DECADE OF OCEAN  
SCIENCE FOR SUSTAINABLE  
DEVELOPMENT

Followed by ADEX Japan 2024!

25-27 October 2024, Tokyo Big Sight, Japan in conjunction with Asahi Shimbun

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Thank you for being a part of ADEX Sabah Ocean Partnership Summit 2023!

ADEX – MORE THAN JUST A DIVE SHOW!