



**ADEX 2023  
SHENZHEN  
DIVE FESTIVAL**  
中国海洋经济博览会暨  
**ADEX 亚洲潜水嘉年华**

**POST-EVENT  
REPORT**

**SHENZHEN, CHINA**

**SHENZHEN CONVENTION  
& EXHIBITION CENTRE  
23-26 NOVEMBER, 2023**

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## 1.0 Introduction to Asia Dive Expo (ADEX) Shenzhen Dive Festival 2023

### 1.1 About ADEX

With a history spanning 29 years, Asia Dive Expo (ADEX) is the largest and longest-running dive consumer and trade expo in Asia, and 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.

After ADEX Beijing in 2019, ADEX returned to China as ADEX Shenzhen Dive Festival 2023. ADEX Shenzhen Dive Festival 2023 was held from November 23-26 at the Shenzhen Convention & Exhibition Centre, Hall 6.

The four-day event was locally managed by Dex (Beijing) Cultural Travel Co., LTD, with guidance from the State General Administration of Sports, the Ministry of Culture and Tourism China, and the Ministry of Ecology and Environment Publicity and Education Center, as well as strong support from China Marine Economy Expo and the Singapore National Tourism Board. The show brought together distinguished speakers from across the globe covering all areas comprising of several segments, including business exhibition, tourism information, industry forums, mermaid shows, underwater dance competitions, Marine art photography competitions, and the Kendall International Film Festival.

ADEX will make a return to China with the upcoming ADEX Beijing Ocean Fiesta scheduled for July 2024 and the ADEX Chengdu Blue Wave Festival scheduled to take place at Chengdu New Century Global Center from September 20-22, 2024.

### 1.2 About Underwater360

Underwater360 is the umbrella platform that represents every major pillar of diving across Asia, offering divers and non-divers alike everything they need to know about exploring the world of water. Since 2010, the platform has been delivering entertaining and digestible content aimed at the dive community and industry through the magazine titles *Asian Diver* and *Scuba Diver AUSTRALASIA + OCEAN PLANET*— and of course, ADEX.

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

*Asian Diver (AD)* 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.

*Scuba Diver AUSTRALASIA + OCEAN PLANET* 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 Shenzhen Dive Festival 2023 Statistics

<b>TOTAL NUMBER OF EXHIBITORS</b>  <b>35</b>  Total number of booths:  <b>76</b>	<b>TOTAL NUMBER OF SPEAKERS / GUESTS</b>  <b>40</b>  Featured global divers, conservationists, industry experts, photographers and performers	<b>TOTAL NUMBER OF VISITORS / CONSUMERS</b>  <b>39,419</b>
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### 2.1 Visitor Statistics

No of Visitors	DAY 1 (Nov 23)	DAY 2 (Nov 24)	DAY 3 (Nov 25)	DAY 4 (Nov 26)
<b>TOTAL</b>	<b>11,567</b>	<b>9,870</b>	<b>12,140</b>	<b>5,892</b>

#### 2.1.1 Exhibitor Product Categories

Dive Operators
Diving Institutions
Diving Equipment Manufacturers
Ocean Sports Gear
Regulators and Breathing Apparatus
Retail Aids and Equipment
Underwater Lights
Underwater Vehicles
Air Station Equipment
Cylinders and Valves
Dive and Ocean Sports Apparel
Mermaid Institutions
Travel Resorts
Non-Governmental Organisations

#### 2.1.2 Exhibitor Listing

EXHIBITOR	BOOTH NUMBER
AJ全球潜摄	A01,A02
PEARL FLEET	A04
东莞市亿富隆户外用品有限公司	A05,A06
北京科学技术出版社	B01
SUB-OCEANIC MALDIVES	B02
ONE OCEAN EMPIRE	B03
OCEAN QUEST GLOBAL	B04
北京大学潜水协会	B05,B06
深圳市大鹏新区珊瑚保育志愿联合会	B07,B08
水下艺术联合会- AUA水舞	B09,B10
MERMAID FEDERATION LIMITED	B11,B12
SEA FROGS	C01-C04
厦门大学海洋学院	C05
坝光自然学校	C06
广东省潜水运动协会	C07
大鹏半岛海洋图书馆	C08
BLUE CELL	C09
全球潜水旅游 HelloDive.com	C10
UW360	C13-C16
BESTDIVE	C17-C20
SSI	E01-E10
	E13
VANORA THAILAND	E14
广州潜水协会	E15,E17
OLGA BELKA UNDERWATER ARTIST	E16
MALDIVES LEGENDS	E18
熊猫船宿 PANDA LIVEABOARD	E20
广东潜盟	E19
MARES	F01-F10
迪高潜水度假村 TICA O ISLAND RESORT	F13
全民潜水 & 720 DIVING	F14
PIER UNO DIVE RESORT	F15
DREWPERSPECTIVES	F16
SCUBAPRO	F17-F20
肯道尔国际山地电影节	H01-H04
中国滑水潜水摩托艇运动联合会	H05,H06

## 2.2 ADEX Shenzhen Dive Festival 2023 Sponsors and Partners

### Organized by



### Official Dive Equipment Partner



### Supporting Dive Institution



### Official Media Partner



### Official Online Media



### Supporting Media Partner



### Supporting Partner



### Sponsors



WWW.AJNATURALSTUDIO.COM

## 2.3 Speakers

We were honored to host 40 distinguished speakers, including divers, photographers, conservationists, biologists, representatives, and performers from both local and international backgrounds. Topics and panel discussions focused on vital areas related to ocean life and conservation and underwater photography and performance with panel discussions addressing key solutions to current industry challenges.

<b>Emcee</b>
<b>靳涛</b>
Jin Tao
中国电视艺术家协会新媒体委员会委员
四川省广电学会播音员主持人专委会委员
全国社会艺术水平考级考官
中国海洋文化周公益宣传大使
ADEX亚洲潜水展宣传大使
北京冬奥赛事解说嘉宾

Guest Speakers		
<b>陈硕</b> Simon Chen HelloDive.com 创始人 潜水运动推广者	<b>葛晓萌</b> Aimee Ge AUA首席教务官, AIDA国际自由潜水教练, PADI国际自由潜水教练, PADI国际水肺潜水教练, SSI国际自由潜水教练, SSI国际美人鱼教练, EFR紧急救护教练, AIDA国际自由潜水裁判	<b>苏拉</b> Sura Dai 可能是中国最早开始玩自由潜水的人。 也是至今仍玩自由潜水的人!
<b>林育泉</b> Alan Lam Founder, MFI	<b>安娜伊思·马田</b> Anais Martane Photographer, Music Producer, Singer, Marine Conservationist	<b>安娜伊思·马田</b> SSI首位女子自由潜水教练训练官 SSI中国首位自由潜水全球培训总监 SSI自由潜水单蹼、无蹼、可变配重专长教练训练官 SSI首批美人鱼教练训练官 SSI美人鱼全球培训总监
<b>岳鸿军</b> Yue Hong Jun 以水下摄影作品斩获中国摄影艺术最高奖金像奖和英国皇家摄影学会博学会士第一人 现为深圳市大鹏新区珊瑚保育志愿联合会会长企业家摄影协会(深圳)副主席 深圳市摄影家协会副主席全球华人摄影联合会(GCPA)执行主席	<b>敖纁云</b> Alexandra Ao 教育部国别与区域研究坦桑尼亚研究中心主任 中国传媒大学副教授 坦桑尼亚总统翻译官	<b>林雪莉</b> Shirley Lin 可思环球ClanseGlobal合伙人+品牌总监 盛饕天厨创意总监 逐浪而行可持续海洋文创发起人 自由撰稿人
<b>李林君(小舞)</b> Li Lin Jun 国风水下导演 2023中韩(国际)舞蹈影像展金奖获得者水舞 代表作:《笼》、《刀马旦》、《霸王别姬》、《贵妃醉酒》等	<b>汉森</b> Hanson Ren SSI自由潜水国际训练总监 SSI美人鱼国际训练总监 SSI水肺考试官 广州市潜水协会执行副会长 SSI中国首个钻石教练发展中心—广州汉森潜水中心创始人 广州城央三大主流潜水场馆运营者 亚洲潜水学校 校外实践教学导师	<b>刘照惠</b> Liu Zhaohui 执惠集团创始人、董事长 中国探险协会副主席 社科院文旅数字营销研究院理事
<b>郭吉勇</b> Uncle J 国风极限创意导演 国内知名青年导演 水下艺术最有影响力的导演 海陆空三栖摄影师·广东广告协会评选为《广告创意十佳广告人》 AUA全球品牌大使 水舞代表作:《洛神水赋》、《水图》、《鲲》、《红》、《青春风暴》、《舞今中外》等	<b>林智毅</b> Lin Zhiyi <b>邱海虹</b> Qiu Haihong 吉影科技CEO 水域无人系统专家	<b>杨位迪</b> Yang Weidi 厦门大学海洋与地球学院高级工程师 厦门大学教职工潜水协会秘书长 厦门市海洋与水产学海洋文化与科普专业委员会主任 PADI进阶潜水员
<b>Dr Jonathan Chee</b> SSI IC SSI SCR 教练训练官	<b>Jean-Claude Monachon</b> Jean-Claude Monachon SSI, VP, International Business Development	

Underwater Photography	
李艺 Li Yi	谢飞 Xie Fei
环球探险家	中国国家体育总局国资认证潜水指导员
摄影摄像家	中国著作权协会会员、
潜爱环保影响大使	中国艺术摄影学会会员
自由潜水教练训练官	中国水下摄影国家裁判
国际摄影大赛金牌 28枚	广东省岭南师范学院客座教授
个人自由潜水深度记录74米	澳门国际海洋潜水协会副会长
	海南三亚潜水行业协会副会长
林宗翰 Andrew Lim	亚洲潜水联合会荣誉水下摄影师
Professional Underwater Photographer	2023年度中国摄影师十杰摄影师
	2022年度中国艺术摄影十杰摄影师
	2018年度国际摄影展览十杰摄影师
杨正军 Kent Yeung	2018全球华人商业摄影十杰摄影师
Film maker, Underwater videographer, underwater photographer, PADI diving instructor, EFRI	2017年全球国际摄影展十杰摄影师
	高校本科教材《水下摄影》联合编写者
	《中国潜水摄影摄像赛事国家标准》联合编写者
张帆 Zhang Fan	

FreeDiving	
杨莉 Yang Li Maggie	黎达 Dada Li
90后女性创业者	国际知名海航探险家、旅行家
Pilot创始人及CEO	全球顶尖海陆空制作团队 (Behind the mask) 导演
国内知名女飞手	中国美人鱼赛事技术顾问&裁判专员
科技数码博主	中国美人鱼赛事手册编写者
央视频主播	中国首位女自由潜水教练
多平台签约评测师	美人鱼水下舞台剧导演
	中国首位PADI潜水大使
王奥林 Wang Aolin	AUA全球品牌大使, 首批PADI自由潜教练训练官
	AIDA国际自由潜水教练及裁判
柔E RouE	
FreeDiver, Performing Artiste	

TekDiving
谭晓龙 Tan Xiaolong
Thailand Tham Luang Cave Rescue Team Volunteer
Diving Expert



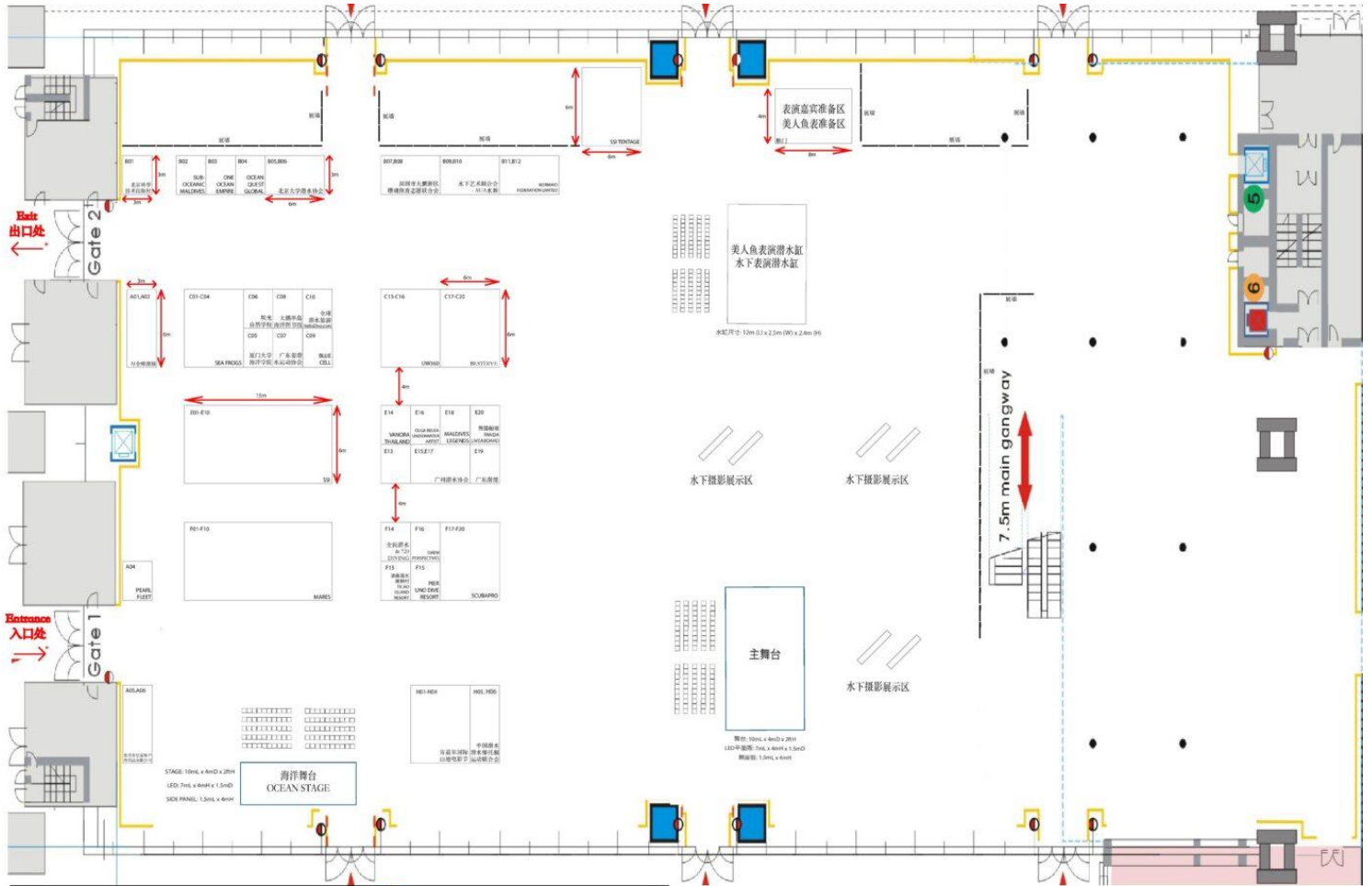
Conservation Speaker
余晓彤
Hidy Yu
Ocean Conservationist
ADEX Ambassador (Marine Conservation and Ghost Net Hunters)
陳天明
Harry Chan
Ocean Conservationist
Dr Anuar Abdullah
Founder, Ocean Quest Global
Creator of The Sea Shepherd Dive-Coral Propagation Program
ADEX Ambassador (Coral Reefs)
陈华珍
Monica Chin
Managing Director / Founder of ONE OCEAN EMPIRE

Conservation / Education Speaker	
廖素群	豆豆
Dorothy Liao	Dou Dou
深圳市广电公益基金会珊瑚基金 委员	美国国家地理导演
广东潜水运动协会 监事	主持人
ECO-DIVER 生态潜水员	职业探险家
广东珊瑚普查 公民科学家	野生动物摄影师
广东省海洋生态环境知识自然导师	
2017 中国海马保育大使	
2023 中国“蓝色先锋”学员	

Inspiration Speaker	Kids Education Speaker
司徒志強	杨喻文 ( 芝麻 )
Situ Zhiqiang Bobby	Eve Young
PADI潜水大使	ADEX Ambassador (Kids Education)
Guest Speaker	
陈梓键	
Chen Zijian	
Guest Speaker	

Mermaid Speaker	Ocean Artist
八月	Olga Belka
August Ho	云南省政协委员
ADEX Ambassador (Mermaid)	Underwater Artist
蔡颂思	
Joycelyn Choi	
香港水下表演艺术协会创会会长	
香港首个水下作品《水下的童话》监制及演出者	
粤港澳大湾区企业家联盟·影视文化委员会主任	

## 2.4 Floor Plan



<p>NOVEMBER 23-26 SHENZHEN CONVENTION &amp; EXHIBITION CENTER, CHINA 深圳展览中心</p>	展览名称: 中国海洋经济博览会暨ADEX亚洲潜水嘉年华	比例: 未按比例绘制
	展览日期: 2023年11月23-26日	更新日期: 2023年11月14日
	场地: 深圳福田会展中心 (第六展厅)	

### 3.0 Underwater Dance Performance Competition



The highly anticipated Underwater Dance Performance Competition unfolded in a spectacular setting within the SSI dive tank. The first round, held on November 23rd and 24th, underwent meticulous judging by a panel of experts in the field of Underwater dance and performance. The performances, featuring talents as young as 10 years old, not only showcased impressive underwater skills but also drew a diverse audience. Brands presented product demonstrations, adding an enriching dimension to the event. Subsequently, 10 contestants successfully progressed to the semi-finals.

The Semi-finals, held on November 25th, emerged as a show-stopping display of talent, with each contestant delivering their utmost to secure a coveted spot in the final round.

The grand finale was held on the final day of the expo, where five finalists took to the water to present their outstanding performances. Judges evaluated each aspect of the finalists performances, including technique, presentation, storytelling, tank coverage, synchronization, and costumes.

On November 26th, the winners were announced and invited to the stage to receive their well-deserved prizes. The Underwater Dance Performance Competition not only showcased exceptional talent but also contributed to the overall success and engagement of ADEX Shenzhen Dive Festival 2023.

#### Joint Champions

Sera Hong (South Korea)

MFI Mermaid Instructor Trainer Trainee, Underwater Dance Instructor, Aquarium Performer

Songmi Ko (South Korea)

MFI Advanced Underwater Dance, Underwater Actress & Model

#### 1st Runner Up

Wani Kim (South Korea)

MFI Mermaid Instructor, Underwater Dance Instructor

#### 2nd Runner Up

Jay Tjung (Indonesia)

MFI Master Mermaid & Underwater Dance, PADI Advanced Mermaid

#### Finalist

Shi Ya (China)

PADI Mermaid Instructor

## 4.0 Underwater Photography Competition

The Underwater Photography Competition was judged by a panel of experienced judges on the final day at the Ocean Stage. Over 25 entries were judged by the panel of 6 judges based on technique and overall layout. We thank our prize sponsors 广东潜盟, Sea Frogs and Reanson for the winning prizes.

### 1<sup>st</sup> Prize

Nicholas Cheung Hang Shun – Hong Kong, China



### 2<sup>nd</sup> Prize

Jules Casey – Australia



### 3<sup>rd</sup> Prize

Jun He – China



# ADEX Shenzhen Dive Festival 2023 Event Highlights

## 5.1 Day 1 (Thursday, November 23)

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

The ADEX Shenzhen Dive Festival 2023 commenced with much anticipation, co-located with the China Marine Economy Expo at the Shenzhen Convention and Exhibition Centre, Hall 6. Exhibitor booths dazzled attendees with the latest products, while speakers geared up to captivate the audience at the Main Stage.



Monica Chin inaugurated the stage, setting the tone for an enriching experience. Dr. Anuar Abdullah followed suit, sharing compelling insights into their impactful conservation efforts spanning Malaysia and the global arena.

The expo's first panel unfolded with an engaging discussion on Underwater Photography, featuring expert voices in the field. RouE shared her underwater performance experiences, while Dorothy Liao addressed the audience on public participation in Coral Conservation. Representatives from the esteemed Peking University Diving Association delved into Tao, Law, Nature, discussing the development of their diving association.



The Dive Tank witnessed the kickoff of Round 1 of the Underwater Dance and Performance Competition with an impressive lineup of participants.



Eve Young captivated the audience with a seven-year retrospective on her ADEX journey, showcasing its profound impact on the industry and unveiling unlimited possibilities. Yue Hongjun mesmerized attendees with the topic "Dream: Chasing the Dark Blue," presenting a stunning

collection of underwater photographs. Guest Speaker Qui Haihong educated listeners on the pioneers of marine strategic emerging industries, focusing on the era of unmanned systems driven by artificial intelligence.



Kent Yeung concluded the day's speaker sessions with an illustrious account of Diving in Hong Kong, entertaining the crowd with his experiences.

The day ended with a Daily Lucky Draw, offering prizes sponsored by 北京科学技术出版社, Sea Lock, Reanson, 岳红军老师, 同程旅游 and 全民潜水 to attendees, adding a delightful conclusion to a day filled with exploration, education, and celebration of the underwater world.



## 5.2 Day 2 (Friday, November 24)

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

Day 2 of the ADEX Shenzhen Dive Festival 2023 witnessed a steady stream of visitors, with the hall busy with nearly 10,000 attendees exploring the diverse offerings.



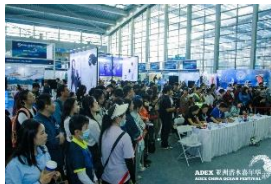
Attendees enthusiastically engaged with the variety of booths, inquiring about products and packages from both local and international exhibitors.



The main stage opened with Sura Dai providing valuable insights into available courses and tips from a novices' perspective. Lin Zhiyi followed with an enlightening presentation on the ancestry of the Guangzhou Diving Association. Shirley Lin shared her passion for surfing and creating an ocean brand, while Li Yi presented on the harmonious coexistence of humanity and nature.



Engaging panel discussions took center stage throughout the day, covering a broad range of topics, including a spotlight on the incredible women divers. Alexandra Ao captivated the audience with her presentation on "Diving as a Silent yet Powerful Mode of Self-Expression," followed by Tan Xiaolong discussing closed-cycle breathing apparatus and diving safety.

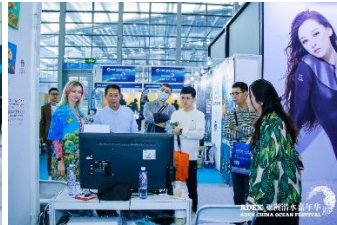




In the afternoon, hosts Jin Tao and Ao Manyun welcomed the crowd to the official opening ceremony of the ADEX Shenzhen Dive Festival. ADEX CEO John Thet delivered the opening address, extending a warm welcome to distinguished guests, partners, exhibitors, and speakers. Yang Hong, President of the Global Ocean Capital Promotion Council of Shenzhen, also delivered an opening address, and all distinguished guests participated in the ribbon-cutting ceremony.



Jean-Claude Monachon took the stage post-opening ceremony to share SSI's Global Dive Legacy and its future sustainability-focused initiatives. Underwater artist Olga Belka closed Day 2 by passionately discussing painting underwater.



The daily lucky draw drew crowds to the stage, eager to receive their sponsored prizes. The Dive Tank attracted a constant crowd, witnessing the preliminary rounds of the Underwater Dance and Performance Competition. Day 2 concluded with a vibrant blend of exploration, education, and entertainment for all attendees.





### 5.3 Day 3 (Saturday, November 25)

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

Day 3 of the ADEX Shenzhen Dive Festival 2023 attracted an impressive crowd that soared beyond 12,000 attendees.



Underwater Photographer Andrew Lim set the stage in motion with his captivating presentation on Freediving photography around the world. Following suit, Ge Xiaomeng enthralled the audience with a mesmerizing exploration of the topic "Dancing Underwater."

The stage then welcomed Uncle J, delivering an illustrious presentation on how Ancient Cultural dance is evolving into a new national trend. Free diver Dada Li followed with her unique perspective on Underwater Dance, emphasizing its universal language.



Dr. Jonathan Chee introduced the latest innovation from Mares: The Horizon Recreational Ventilator, showcased at both the Mares and SSI stalls alongside cutting-edge suits and accessories. Dou Dou continued the stellar lineup of speakers on the main stage with a packed house for her presentation on Ocean Adventure.



Leo Liu provided an international perspective on the development trend of island tourism, while August Ho shared her expertise on the healing powers of Underwater dance.

A compelling panel discussion on Risk Management in Diving, moderated by Tan Xiaolong, featured industry experts such as Wang Xiaoyong, Jean-Claude Monachon, Zhao Xinliang, Dr. Jonathan Chee, Yang Weidi, and Hanson Ren.

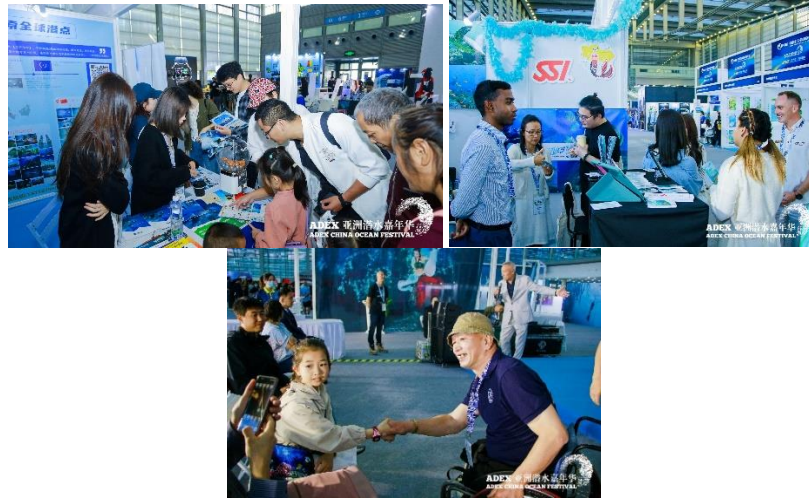
The day reached its peak with the Semi-Finals of the Underwater Dance Performance Competition. Ten performers showcased their talents underwater, mesmerizing the audience with captivating costumes and graceful moves. Visitors of all ages stayed enchanted, marking Day 3 as a resounding success, blending education, innovation, and the sheer joy of underwater exploration.



## 5.4 Day 4 (Sunday, November 26)

TAKE A LOOK AT HIGHLIGHTS OF THE ACTION AT ADEX:: Click [here](#) to watch the video!

The concluding day of ADEX Shenzhen unfolded with a buzz of activities as attendees immersed themselves in booth visits, captivating speaker sessions, and insightful panel discussions. The day's climax featured the much-anticipated finals of the Underwater Dance Performance Competition and the live judging of the Underwater Photography Competition.



Kicking off the speaker sessions, Hansen Ren captivated the audience with his presentation titled 'Mermaid's Next Stop.' Notably, the Ghost Net Hunters from Hong Kong, including disabled divers, generated significant buzz. Harry Chan introduced Chen Zijian and Situ Zhiqiang Bobby, offering an inspiring presentation on disabled divers and Ocean Joy. The Ghost Net Hunter team, comprising Hidy Yu, Liu Chung Man, Tse Kar Ching, Chan Chun Ming Wallace, Chan Chi Wah, Chung Cheuk Fai, and Yip Kin Kin, shared compelling tales of their ghost net hunting endeavors. Alan Lam followed with insights into the future development of the mermaid industry, while Chen Shuo provided valuable tips and trends on global diving travel destinations.



Simultaneously, mermaid performances enthralled the audience in the Dive Tank, setting the stage for the Underwater Dance and Performance Competition finals. An interactive session led by Harry Chan on ghost nets and marine trash engaged the audience, prompting questions and photo opportunities.



The finals of the Underwater Photography Competition took center stage at the Ocean stage, where judges Dada Li, Dou Dou, John Thet, Xie Fei, Yue Hong Jun, and Li Yi evaluated over 25 entries

using a point system to determine the winners.

Jocelyn Choi topic on the sustainable development of the Underwater Performing Arts industry, lead into the final segment on the main stage—a panel discussion moderated by Yukki Wong. The topic focused on the transformative role of mermaids, urging them to step out of fairy tales and embrace their role as ocean guardians.



The highly anticipated Underwater Dance and Performance Competition concluded in the dive tank, with an expert panel of judges declaring joint winners for first place, 1st runner-up, and 2nd runner-up. The prize-giving ceremony, generously sponsored by 广东潜盟, Maldives Legends, 全民潜水, AJ Natural Studio, Reanson and Sealock took place at the Ocean stage, marking the finale of the ADEX Shenzhen Dive Festival 2023 with a celebration of excellence in the underwater realm.



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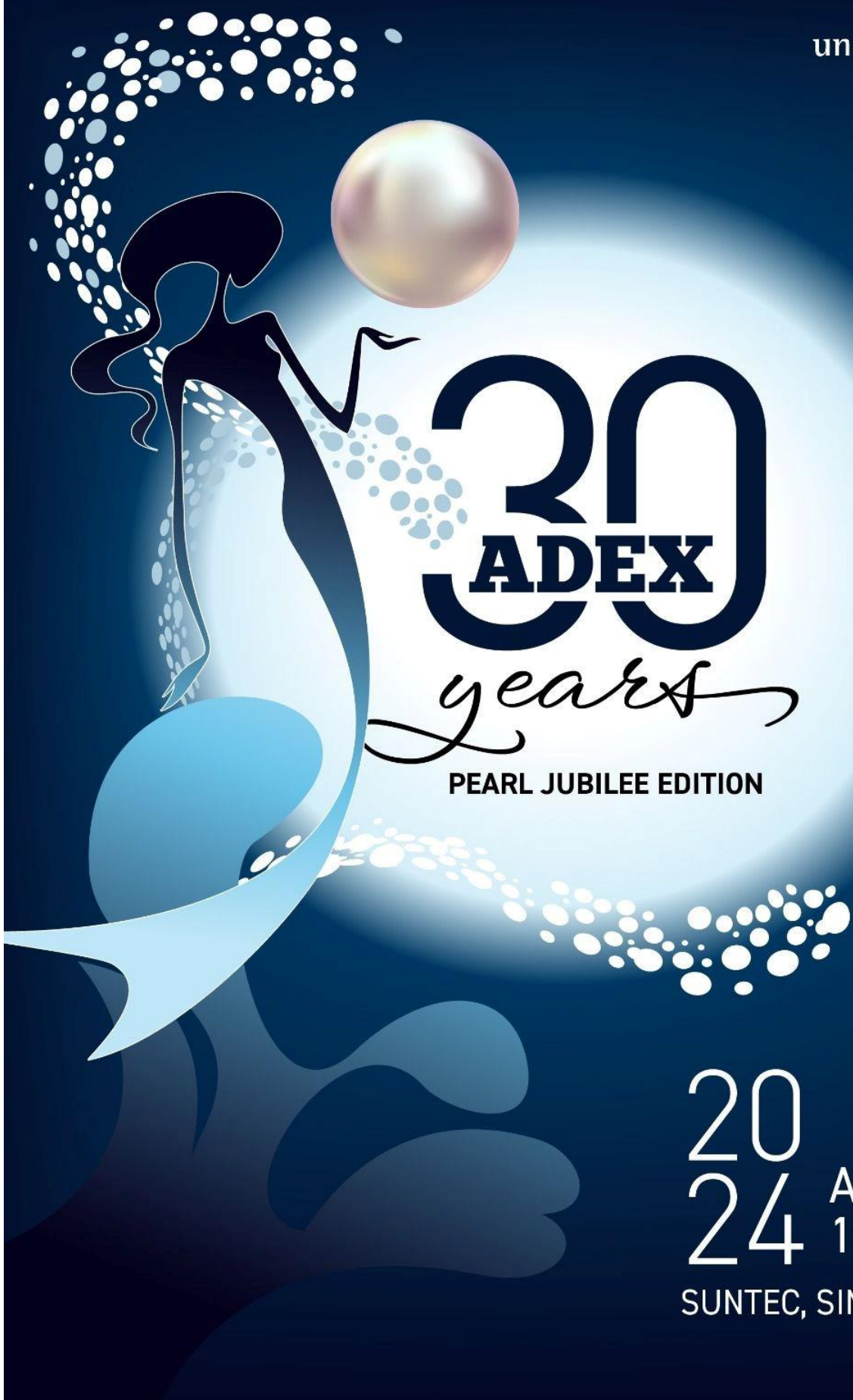
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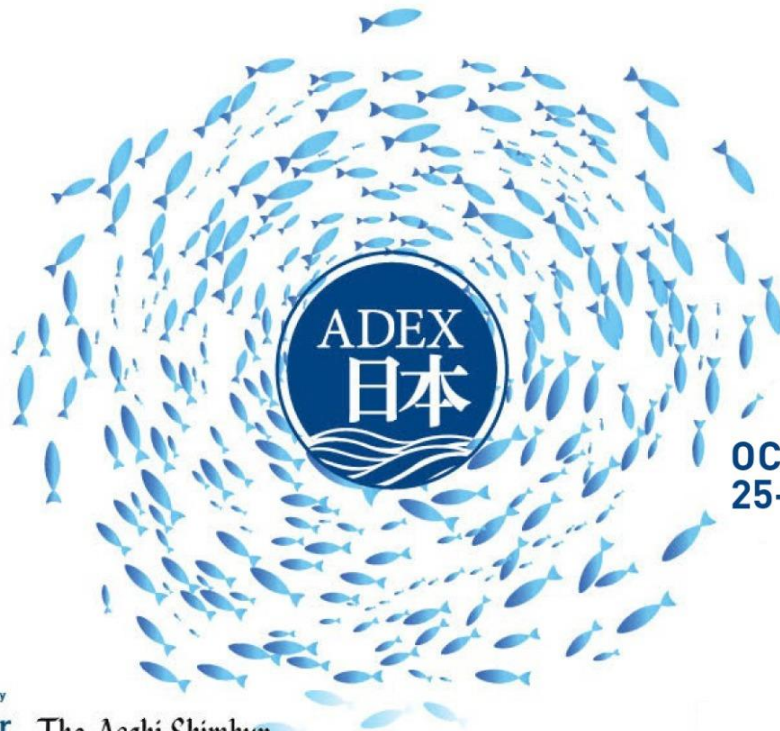
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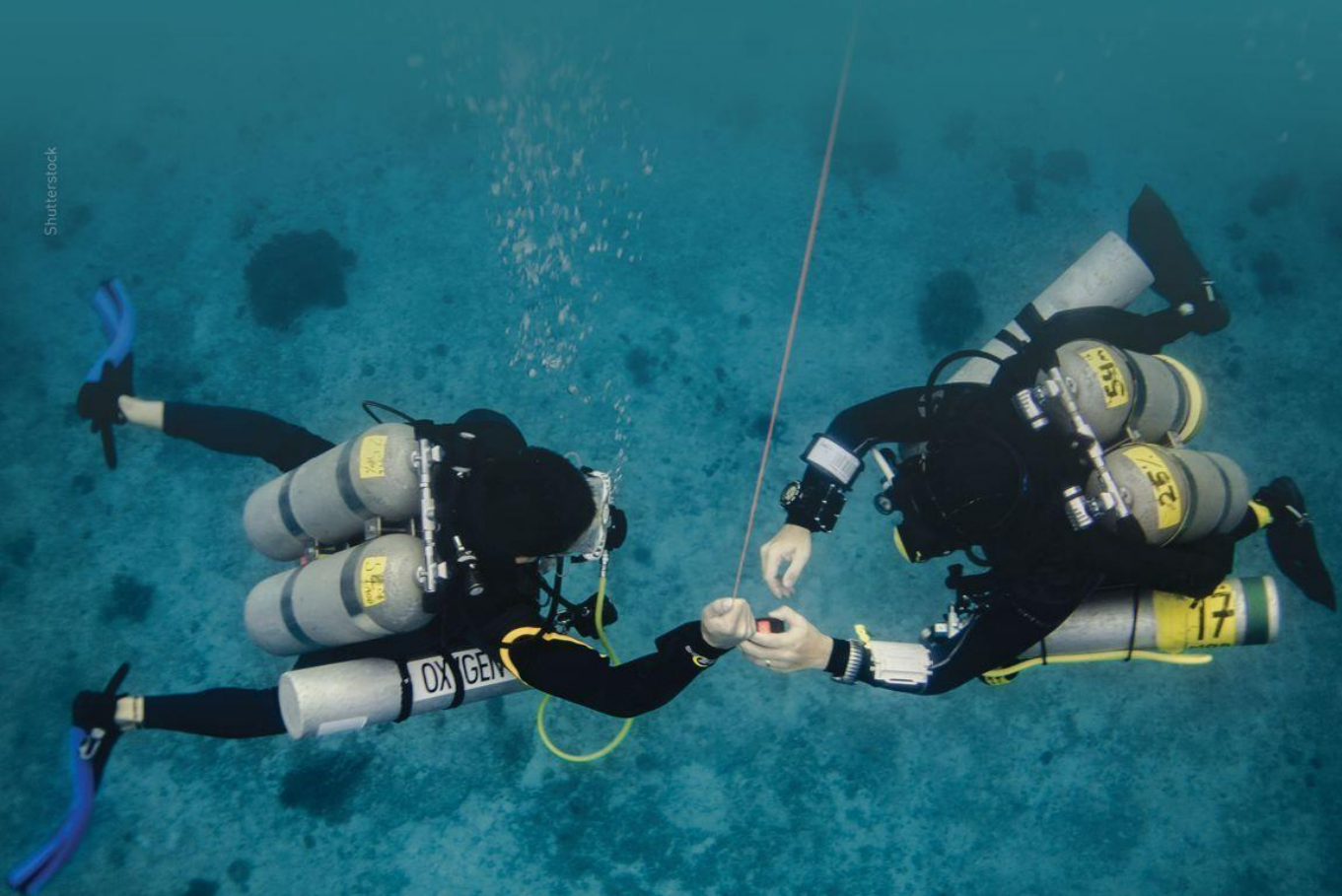
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