

# POST-EVENT REPORT

THE LARGEST & LONGEST-RUNNING DIVE EXPO IN ASIA  
ASIA'S LEADING DIVE HUB

**ADEX** SINGAPORE OCEAN WEEK  
**31** **OCEAN FESTIVAL**  
ANNIVERSARY APRIL 4-6 2025  
SUNTEC CONVENTION & EXHIBITION CENTRE

[www.adex.asia](http://www.adex.asia)

CREATED BY  
underwater  
360

+ CELEBRATING MARINE LIFE BEHAVIOUR

DEDICATED TO  
CEPHALOPODS

OFFICIAL MAGAZINE



# Introduction to ADEX Ocean Festival 2025

ADEX Ocean Festival 2025 marked the 31st edition of Asia's longest-running and largest dive show. It was first launched in 1995 and has been organised by Underwater360 since 2010. ADEX has grown into a leading platform for ocean conservation and the global dive community.

More than just a dive show, ADEX brings together divers, scientists, filmmakers, and conservationists to share knowledge and promote marine protection. The 2025 Singapore edition, themed around cephalopods and marine life behaviour, featured international speakers, exhibitors, and activities focused on sustainable diving and ocean awareness.

With shows expanding to China, Japan, South Korea, and Australia - including the recent addition of ADEX OZTek Australia - ADEX continues to grow its reach and impact. This year's flagship event in Singapore also honoured the pioneers who have shaped the dive industry, making ADEX 2025 a community celebration.

www.adex.asia

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### CELEBRATING MARINE LIFE BEHAVIOUR



### DEDICATED TO CEPHALOPODS



MORE THAN JUST A DIVE SHOW

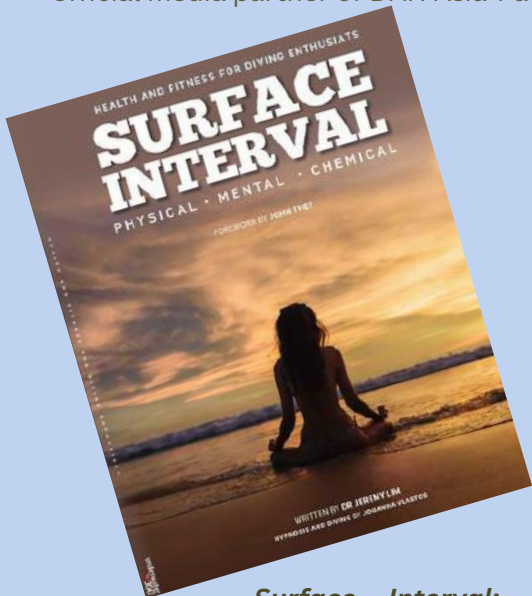
Underwater360 is Asia's leading dive platform, connecting the dive community through ADEX and its publications. Since 2010, it has shared engaging content on diving, exploration, and ocean conservation.

Asian Diver is ADEX's official magazine, tailored for serious divers across Asia and beyond.

Scuba Diver AUSTRALASIA + OCEAN PLANET is a global lifestyle magazine covering dive travel, underwater photography, and marine conservation. It is also the official media partner of DAN Asia-Pacific.



This special issue of Asian Diver - The Big Blue Book (Vol. 170), dedicated to cephalopods, was released for the ADEX Ocean Festival 2025.



Surface Interval: Health and Fitness for Diving Enthusiasts, unveiled at the ADEX Ocean Festival 2025, offers unique insights into physical and mental wellness for divers.

# ADEX Ocean Festival 2025 Statistics

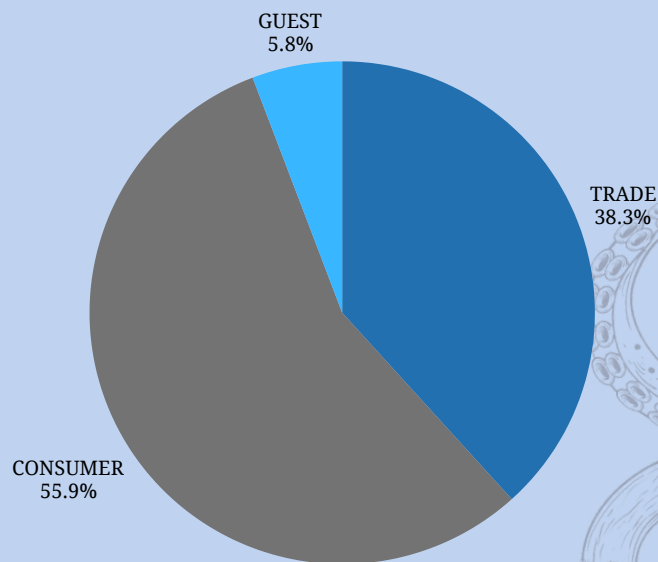
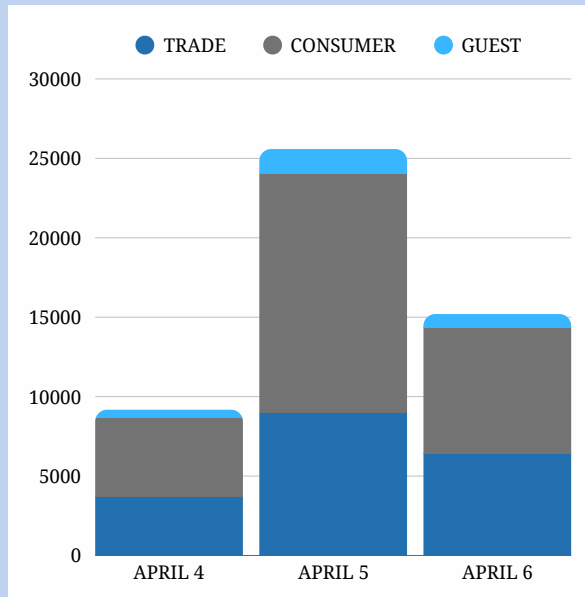
## VISITORS

### BY THE NUMBERS

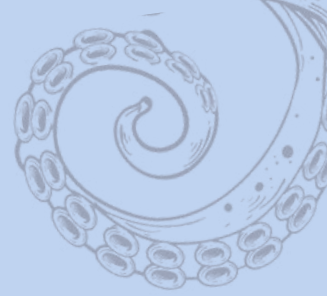
DAY	APRIL 4	APRIL 5	APRIL 6	TOTAL
TRADE	3,694	8,989	6,448	19,131
CONSUMER	4,993	15,049	7,905	27,947
GUEST	489	1,548	845	2,882
TOTAL VISITORS	9,176	25,586	15,198	49,960

GRAND TOTAL VISITORS  
**49,960**

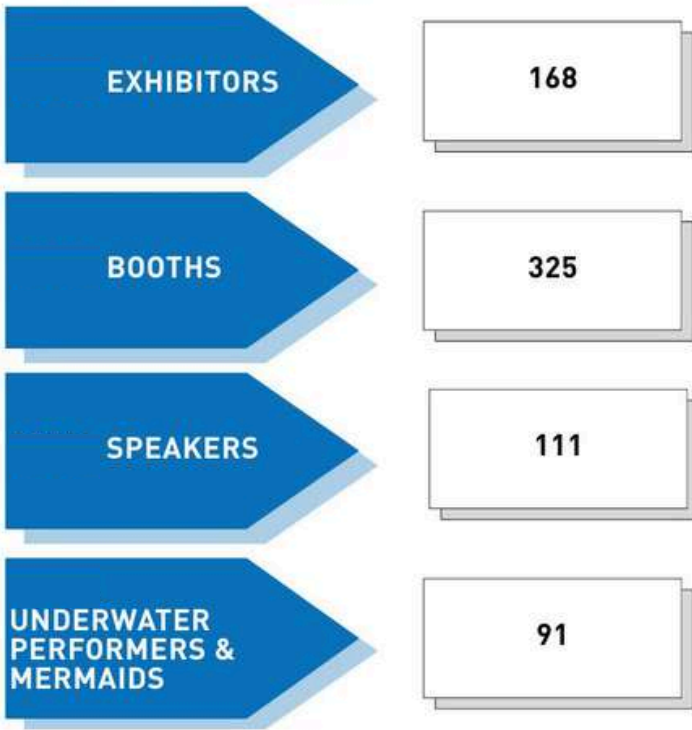
*Approximately 53% resided in Singapore, with 43% from overseas*



# EXHIBITORS STATISTICS



## EVENT FEATURES

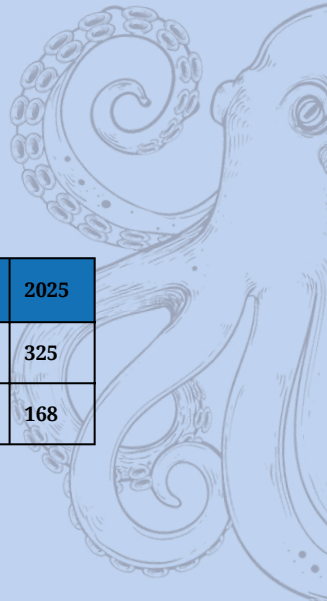


## EXHIBITORS

Featuring dive operators, equipment manufacturers, institutions, ocean sports brands, tourism boards, travel resorts, NGOs, and more – showcasing everything from underwater tech and apparel to mermaid institutions and marine conservation.

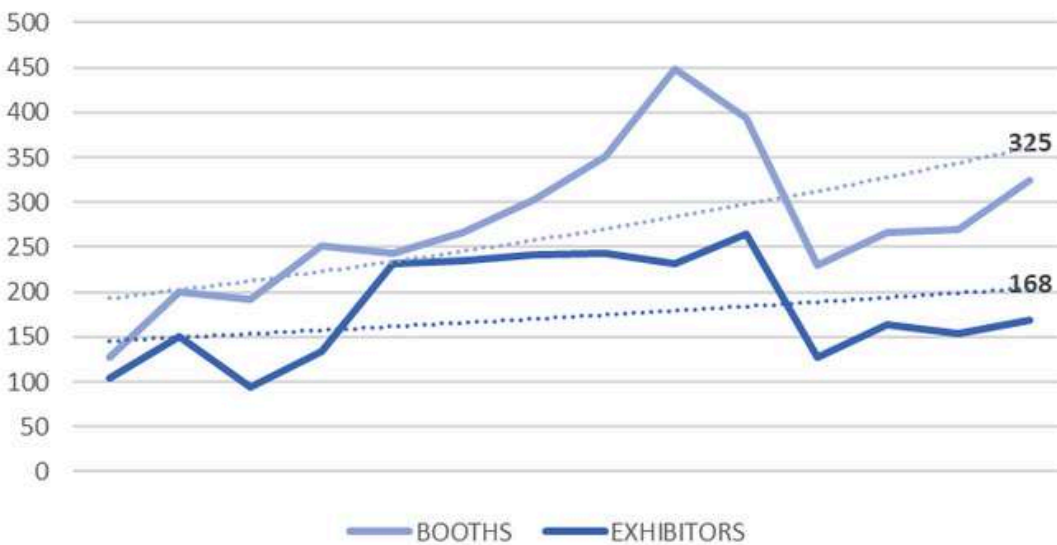
## SPEAKERS

Featuring divers, conservationists, scientists, tourism board representatives, brand ambassadors, photographers, filmmakers, performers and authors from around the world.



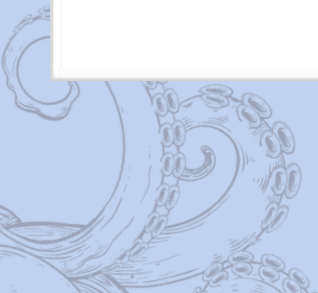
YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2022	2023	2024	2025
BOOTHS	127	200	192	252	243	266	303	350	448	393	230	267	269	325
EXHIBITORS	104	150	94	134	231	235	242	244	231	265	127	164	154	168

ADEX EXHIBITORS (2010-2025)



*"Back in 2010, we had just over 100 booths. Before COVID, we had five halls, and now we're back strong with 325 booths across four halls."*

**ADEX CEO, John Thet**



# OFFICIAL PARTNERS

OFFICIAL COUNTRY  
PARTNER



**ADEX** DIVE  
DESTINATION PARTNER



OFFICIAL DIVE  
SAFETY PARTNER



OFFICIAL UNDERWATER  
HOUSING PARTNER



OFFICIAL BAG  
SPONSOR



OFFICIAL  
DIVE EQUIPMENT



DIVE TANK  
SPONSOR



OFFICIAL MERMAID  
TAIL PARTNER



OFFICIAL LIVEBOARD  
FOR **ADEX** DIVE & DANCE PARTY



*"I thank all our official partners, sponsors, and exhibitors for coming forward to support ADEX Ocean Festival 2025 and for their continuous support over the years."*

**ADEX CEO, John Thet**

# Sponsors and Partners

## Official Media



## Supporting Partners



## Prize/Lucky Draw Sponsors



## Supporting Media



ADEX sincerely thanks all our official partners, sponsors, supporting partners, media, and everyone who came together to make ADEX Ocean Festival 2025 a success.



# Speakers



National Geographic underwater photographers and ocean legends, **David Doubilet** and **Jennifer Hayes**, were honoured at ADEX Ocean Festival 2025. *David received the Lifetime Achievement Award while Jennifer received the Ocean Hero of the Year Award.*



Underwater photographer **Franco Banfi** and marine scientist **Dr David Harasti** were among the key speakers at ADEX Ocean Festival 2025, delivering keynote addresses at the Opening Ceremony in line with this year's themes, cephalopods and marine life behaviour.





# Speakers

## BLUEGREEN360



**NADIA AHMAD SAMDIN** [GUEST OF HONOUR],  
**ANUAR ABDULAH** [OCEAN QUEST GLOBAL], **MONICA CHIN** [ONE OCEAN EMPIRE PLT],  
**ROBIN FILLIPO** [TRACC BORNEO], **DR DAVID HARASTI** [FISHERIES RESEARCH],  
**ISABELLE HO** [KAIA INITIATIVE], **JOHANNA VLASTOS** [WELLNESS FOR DIVERS - SURFACE INTERVAL], **DR JEREMY LIM** [WELLNESS FOR DIVERS - SURFACE INTERVAL], **GUILLERMO A. CORONA** [REEF AQUACULTURE CONSERVANCY], **PETCH MANOPAWITR, PH.D** [WELLNESS FOR DIVERS - SURFACE INTERVAL], **MICHELLE SARAM** [BLUE MIND GREEN], **DR. LELEE** [WELLNESS FOR DIVERS - SURFACE INTERVAL], **DR TANG HAO** [NPARKS], **DR ZEEHAN JAAFAR** [NPARKS], **KONG MAN JING** [NPARKS], **NG LEE KIANG** [NPARKS], **AUDREY TAN** [NPARKS], **LESTER TAN** [NPARKS], **SAM SHU QIN** [NUS], **CLAUDIA TAY** [S.E.A AQUARIUM], **PERDY NADZIR** [S.E.A AQUARIUM], **ANDREW TAYLOR** [BLUE CORNER DIVE], **YIP KWAN GUAN** [SUF/ITDA], **JACK FISHMAN** [PADI AWARE], **NEIL DAVIDSON** [PADI], **MARK HEDGER** [PADI], **JAMIE PIYADA MONHANEERAT** [ADEX 2025 EMCEE/MANTA TRUST - THAILAND], **CAT TRIVINO** [ADEX 2025 EMCEE/ADEX OCEAN AMBASSADOR (PHILIPPINES)]

AND MANY MORE

## BLUE ECONOMY BOOK FESTIVAL



**BARRINGTON SCOTT** - GUINNESS WORLD RECORD [PADI],  
**AMINOR AZMI BIN ABDUL LATIP** [MALAYSIA TOURISM BOARD],  
**CHARLY CLERISSE** [MUREX RESORTS], **CHUEN SER NG** [DAN],  
**DR DONG HUANG** [KAYASUBA INTERNATIONAL], **ISIDORA DEKALO** [DIVE INTO LIFE],  
**JEAN CLAUDE-MONACHON** (SSI), **JULIA SANGI** [MUREX RESORTS],  
**KENJI ICHIMURA** [JAPAN AIRLINES], **MAX AMMER** [PAPUA DIVING RESORT],  
**NICOLE LEE** [KAYASUBA INTERNATIONAL], **SOL FOO** [SOLITUDE WORLD],  
**VANESSA VERGARA** [THE DEPARTMENT OF TOURISM PHILIPPINES],  
**VINCENT LAI** (SSI), **YIP KWAN GUAN** (SUF),  
**ZHANG FAN** [BLACKWATER - THE UNKNOWN WORLD OF ENDLESS ABYSS AND BLACKWATER - RESEMBLING INNER SPACE]  
**KIRIN SEKITO** [TEL QUEL]  
**DR JEREMY LIM** [SURFACE INTERVAL],  
**VAN WANGYE** [WILDLIFE OF THE SOUTH CHINA SEA],  
**JOHN THET** [OCEAN CITIZEN]

AND MANY MORE

## TEKTALK ASIA



**PROFESSOR SIMON MITCHELL** [AUSTRALIA], **JIMMY CHOO** [SINGAPORE],  
**PATRICK WIDMAN** [AUSTRIA / MEXICO], **NAOMI ALLEN** [UK], **MELODIE TREVINO** [MEXICO],  
**MIKKO PAASI** [FINLAND], **KEVIN BLACK** [NEW ZEALAND],  
**POR PARASU KOMARADAT** [THAILAND], **RANIVA JOERMUNDSSON** [FAROE ISLANDS],  
**PETE HAMERTON** [UK], **ADAM WOODS** [UK], **ÁLVARO HERRERO** [SPAIN], **MAXIME CHEMINADE** [FRANCE], **NICK DERUTTER** [BELGIUM], **BECCA BORING** [USA]

AND MANY MORE

## IMAGE/ FILM FESTIVAL



**DAVID DOUBILET** - VIP VOO GUEST JUDGE [USA],  
**JENNIFER HAYES** - VIP VOO GUEST JUDGE [USA], **KATE JONKER** - VOO JUDGE [UK / SOUTH],  
**JIM DECKER** [USA], **ERIN QUIGLEY** [USA], **RENEE CAPOZZOLA** [USA], **BERKLY WHITE** [USA],  
**TOBIAS FRIEDRICH** - VOO JUDGE [GERMANY], **ZHANG FAN** [CHINA], **KIRIN SEKITO** [JAPAN],  
**ÁLVARO HERRERO** [SPAIN], **MAXIME CHEMINADE** [FRANCE],  
**ANITA VERDE AND PETER MARSHALL** [AUSTRALIA],  
**NICOLAS REMY** - VOO JUDGE [FRANCE/AUSTRALIA], **LUCA KELLER** [GERMANY / ITALY],  
**FRANCO BANFI** [SWITZERLAND], **AARON WONG** [SINGAPORE], **YZIN KIM** [KOREA],  
**BECCA BORING** [USA], **ZUL NG** [SINGAPORE], **KAYBURN LIM** - VOO JUDGE [MALAYSIA],  
**YORKO SUMMER** [TAIWAN], **IPAH UID LYNN** [MALAYSIA], **MICHAEL AW** [AUSTRALIA],  
**NICK DERUTTER** [BELGIUM], **KENT YEUNG** [HONGKONG], **NICK KHOO** [MALAYSIA], **JACOB GUY** [UK],  
**LEE KANG BIN** [KOREA], **SCOTT TUASON** [PHILIPPINES], **PRINCE WANG** [CHINA],  
**HARALD HORDOSCH** [AUSTRALIA], **EDWARD LAI** [HONG KONG], **MASA JUN** [CHINA]

AND MANY MORE

## FREEDIVING FESTIVAL OCEAN ARTISTS UNDERWATER PERFORMERS MERMAID/MERFOLK



AND MANY MORE

See full list of  
 Speakers and Topics for  
 ADEX Ocean Festival 2025

# EVENT HIGHLIGHTS

Day 1 (Friday, 4 April)

[Watch Day 1 Highlights HERE](#)

From exciting exhibitor booth offers to engaging expert panels and powerful speaker sessions, Day 1 of ADEX Ocean Festival 2025 was packed with activity. With over 9,000 visitors, the day featured pilates and hypnosis workshops, daily lucky draws, and much more. The Opening Ceremony was officiated by ADEX CEO John Thet with a celebratory champagne pop.



## Official Opening Ceremony of ADEX Ocean Festival 2025



# EVENT HIGHLIGHTS

Day 2 (Saturday, 5 April)

[Watch Day 2 Highlights HERE](#)



Saturday saw the highest turnout of the weekend, with over 25,000 visitors and lively booths offering activities and games throughout the day.

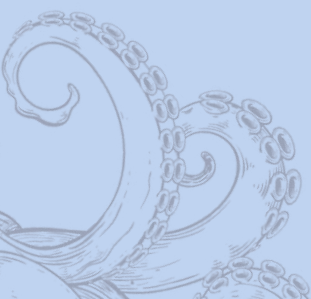


Stage programmes covered a wide range of topics, from conservation, animal behaviour, and dive tourism to underwater art and performance. The Image/Film/Book Festival Stage featured expert tips on wide angle, macro, and editing using AI, while showcasing a wide range of inspiring images, from wrecks and caves to cephalopods and animal behaviour. The Tek Stage explored advanced diving with talks on exploration, photography, and safety in technical diving.



*“The booths were really engaging at ADEX this year, with a lot of them offering fun ways to win some great prizes”*

**ADEX Ocean Festival 2025 Attendee**



# EVENT HIGHLIGHTS

Day 3 (Sunday, 6 April)

[Watch Day 3 Highlights HERE](#)



The final day of ADEX Ocean Festival 2025 saw over 15,000 visitors. Highlights included the live judging of the ADEX Voice of the Ocean (VOO) Underwater Photo+Art+Film Competition, along with engaging speakers, topics and panel discussions. The Dive Tank featured scuba try-dives, product demos, and magical underwater performances. The Daily Lucky Draw gave out amazing sponsored prizes while the Most Voted Mermaid Challenge continued to draw steady audiences throughout the day.



*"This is ADEX, maybe one of the most important dive shows and gatherings for underwater people of the world"*

**David Doubilet, Nat Geo Photographer Speaker and Special Guest Judge at ADEX 2024**

*"We are glad to be a part of this huge ocean collaboration, it's our ocean tribe. It's wonderful to work with John and his team"*

**Jennifer Hayes, Nat Geo Photographer, Speaker and Special Guest Judge at ADEX 2024**



# Daily Lucky Draw

SINGAPORE OCEAN WEEK  
**ADEX** 2025  
**LUCKY DRAW** 25

## DAILY LUCKY DRAW FRIDAY, APRIL 4 6PM



**1. NAUTIKA DIVE ALOR**  
5-DAY, 4-NIGHT STAY AT NAUTIKA DIVE ALOR  
FOR ONE PERSON IN A DELUXE ROOM + 6 DIVES  
(worth SGD940)



**2. B&J TIOMAN**  
3-DAY, 2-NIGHT STAY AT TIOMAN DIVE RESORT  
FOR ONE (1) PERSON INCLUDING BREAKFAST AND  
PADI ENRICHED AIR NITROX DIVER COURSE AND  
A TOTAL OF 4 BOAT DIVES USING NITROX WITH  
B&J DIVING CENTRE  
(worth SGD820)



**3. ONE OCEAN NATURE CONSERVATION CENTRE**  
2-DAY, 1-NIGHT STAY EXPERIENCE  
PURELY PROTECTED NATURE!  
(worth USD400)



**4. X- ADVENTURER**  
M1500 DIVE LIGHT  
(worth SGD119)



**5. OEVAALI ART SHOP**  
MANTA RAY PENDANT IN ROSE GOLD + PEARL  
(worth SGD54)



**6. SCUBAPRO**



*"I went around and visited all the booths, hoping for a chance to win a lucky draw prize. The prizes were all amazing, and I'm really happy to have been lucky enough to win."*

Daily Lucky Draw Winner, ADEX Ocean Festival 2025

# Daily Lucky Draw

SINGAPORE OCEAN WEEK  
**ADEX** 20  
**LUCKY DRAW** 25

## DAILY LUCKY DRAW SATURDAY, APRIL 5 6PM



1. **BLUE FORCE FLEET**  
FULL BOARD ON MALDIVES BLUE FORCE FLEET 3  
(worth USD2,000)

**BACKSCATTER**  
PROFESSIONAL SCUBA EQUIPMENT

2. **BACKSCATTER**  
MINI FLASH 2 ULTIMATE PACKAGE  
(worth USD800)



3. **NAUTIKA DIVE ALOR**  
5-DAY, 4-NIGHT STAY AT NAUTIKA DIVE ALOR  
FOR ONE (1) PERSON IN A DELUXE ROOM + 6 DIVES  
(worth SGD940)



4. **THE ONE TENGGOL ISLAND RESORT**  
4-DAY, 3-NIGHT SCUBA DIVING PACKAGE  
(worth RM1,770)



5. **ONE OCEAN NATURE CONSERVATION CENTRE**  
2-DAY, 1-NIGHT STAY EXPERIENCE  
PURELY PROTECTED NATURE!  
(worth USD400)

**OLGA BELKA**  
UNDERWATER ARTIST

6. **OLGA BELKA**  
"COVID FREE FISH" BY OLGA BELKA  
(worth SGD400)



7. **DYNAMICNORD**  
ST-300 316L STAINLESS STEEL  
BRUSHED/ORANGE ST-300 DIVERS WATCH  
(worth USD290)



8. **REREEF**  
MINERAL-BASED REEF-SAFE OCEAN-FRIENDLY  
SUNSCREEN SPF 50 PA+++  
(worth USD235)

**MARELUX**

9. **MARELUX PRECISION**  
UNDERWATER REAR MIRROR  
(worth USD68)

**SASSY**

10. **SASSY CORPORATION**  
1 SET OF SASSY BIKINI  
(worth SGD86)

**AOI**

11. **AOI LIMITED**  
CLT-103 UNDERWATER TORCH  
(worth SGD80)



12. **REREEF**  
REUSABLE FOOD STORAGE SILICONE  
(worth USD9)



13. **REREEF**  
COTTON MESH TOTE  
(worth USD5)



# Daily Lucky Draw

SINGAPORE OCEAN WEEK  
**ADEX** 20  
**LUCKY DRAW** 25

## DAILY LUCKY DRAW SUNDAY, APRIL 6 5PM



- 1. LOTUS HOTELS & GANGGA DIVERS**  
5-DAY, 4-NIGHT STAY AND DIVE FOR TWO (2) PERSONS  
AT GANGGA ISLAND RESORT AND SPA  
(worth USD1,744)



- 2. DIVE SPHERE**  
5-DAY, 4-NIGHT DIVE AND STAY PACKAGE  
FOR ONE (1) PERSON  
(worth SGD1399)



- 3. LEMBEH RESORT**  
3-NIGHT, 4-DIVE STAY FOR ONE (1) PERSON  
AT LEMBEH RESORT, INDONESIA  
(worth SGD1300)



- 4. SIPADAN-MABUL RESORT**  
3-DAY, 2-NIGHT PACKAGE (EX-SEMPORNA) FOR  
ONE (1) PERSON AT SIPADAN-MABUL RESORT  
(worth USD793)



- 5. NAUTIKA DIVE ALOR**  
5-DAY, 4-NIGHT STAY AT NAUTIKA DIVE ALOR  
FOR ONE (1) PERSON IN A DELUXE ROOM + 6 DIVES  
(worth SGD940)



- 6. ONE OCEAN NATURE CONSERVATION CENTRE**  
2-DAY, 1-NIGHT STAY EXPERIENCE  
PURELY PROTECTED NATURE!  
(worth USD400)



- 7. REREEF**  
MINERAL-BASED REEF-SAFE OCEAN-FRIENDLY  
SUNSCREEN SPF 50 PA+++  
(worth USD235)



- 8. WEEFINE**  
SZ1500 TORCH  
(worth USD119)



- 9. SASSY CORPORATION**  
1 SET OF SASSY BIKINI  
(worth SGD86)



- 10. AOI LIMITED**  
CLT-103 UNDERWATER TORCH  
(worth SGD80)



- 11. REREEF**  
REUSABLE FOOD STORAGE SILICONE  
(worth USD9)



- 12. REREEF**  
COTTON MESH TOTE  
(worth USD5)



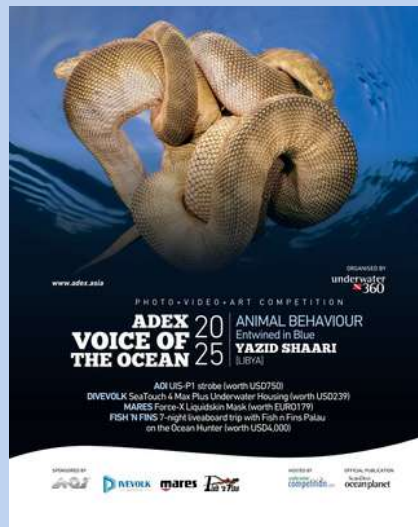
# Voice of the Ocean 2025

The ADEX Voice of the Ocean 2025 Live Judging took place on April 6, emceed by ASIAN Geographic editor Ian Bongso-Seldrup. The judging panel featured pro underwater photographers **Kate Jonker, Berkley White, Erin Quigley, William Tan, Kay Burn Lim, Franco Banfi, Tobias Friedrich, and Nicolas Remy**, in addition to VIP guest judges **David Doubilet and Jennifer Hayes**. Hosted by **UnderwaterCompetition.com** in association with **DivePhotoGuide (DPG)** and **The Reef-World Foundation**, the competition awarded winners across five categories, **Animal Behaviour, Cephalopods, Waterscapes, Short Film, and Artwork**, as well as a **Best of Show** overall winner.



**Best of Show**  
**PJ Aristorenas (Philippines) – Tentacles of Doom**

Thank you to sponsors SEACAM, Lembeh Resort/Murex Resorts, Backscatter, Shearwater, and XDEEP for supporting this award.



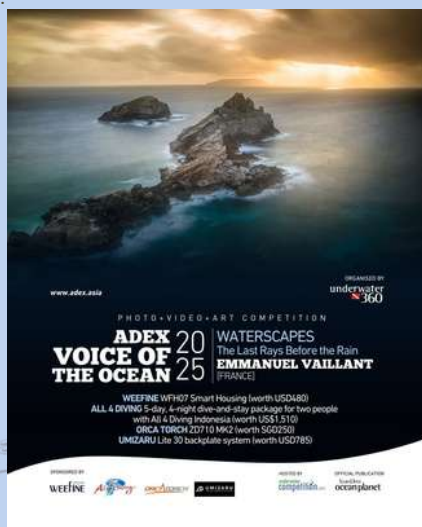
**Animal Behaviour**  
**Yazid Shaari (Libya) – Entwined in Blue**

Thank you to sponsors Fish 'n Fins, AOI, Divevolk, and reDIVE/Mares for supporting this category.



**Cephalopods**  
**Janssen Tan (Singapore) – Peekaboo!**

Thank you to sponsors Master Liveboards, Marelux, GT Global Technical Diving System, and ATMOS for supporting this category.



**Waterscapes**  
**Emmanuel Vaillant (France) – The Last Rays Before the Rain**

Thank you to sponsors All 4 Diving, Umizaru, Weefine, and REN Scubaworx/OrcaTorch for supporting this category.



**Short Film**  
**Alfred Schaschl (Austria) – Magic of the Macroverse**

Thank you to sponsors Uncharted Cruises, SUBNOX, Yushin and Living Oceans/Halcyon for supporting this category.



**Artwork**  
**Laura Parker (UK) – Soft Magic Descending**

Thank you to sponsors The One Tenggol Island Resort, X-Adventurer, and reDIVE/Skywoods for supporting this category.



# ADEX Most Voted Mermaid Challenge

THE LARGEST & LONGEST-RUNNING DIVE EXPO IN ASIA  
ASIA'S LEADING DIVE HUB

**ADEX MOST VOTED MERMAID OF THE YEAR CHALLENGE**

SPONSORS: MALDIVES LEGEND, LOTUS HOTELS, KAYASUBA, BACKSCATTER, WEEFINE, iLab

**ADEX MOST VOTED MERMAID OF THE YEAR CHALLENGE**

**EMERGING TALENT - YOUTH CATEGORY**

**LOTUS HOTELS & GANGGA DIVERS**  
5-day, 4-night stay & dive for 2 persons at Gangga Island Resort & Spa (worth USD1,744)

**X-ADVENTURER**  
M1500 Dive Light (worth USD199)

**KAYASUBA**  
Freediving Bikini Wetsuit (worth USD118)

**iLab**  
iLab Hamper (worth USD20)

**BEST UNDERWATER PERFORMER**

**MALDIVES LEGEND**  
5-night all-inclusive scuba and freediving trip aboard Maldives Legend X (worth USD1,125)

**BACKSCATTER**  
Macro Wide 4300 Video Light Packag (worth USD900)

**KAYASUBA**  
Linguawing pink linguawing pink resin corset and linguawing Pink mermaid tail (worth USD1,125)

**GROUP BEST PERFORMANCE**

**MALDIVES LEGEND**  
5-night all-inclusive scuba and freediving trip aboard Maldives Legend X (worth USD1,125)

**WEEFINE**  
WEEFINE WFL07 Wide An gle Wet Lens (worth USD285)

**KAYASUBA**  
Freediving Bikini Wetsuit (worth USD118)

**BEST COSTUME**

**MALDIVES LEGEND**  
5-night all-inclusive scuba and freediving trip aboard Maldives Legend X (worth USD1125)

**iLab**  
iLab Hamper (worth USD20)

**KAYASUBA**  
Carbon fiber freediving fins (worth USD372)

The ADEX Most Voted Mermaid of the Year Challenge 2025 featured fantastic participation across four categories, with winners selected based on public votes gathered via the official ADEX Instagram page. The competition drew great enthusiasm with over **90 performers** from all over the world.



**Best Underwater Performer Mermaid Rie (Indonesia)** received the highest number of likes (29.6K) on the official ADEX Instagram page as of 12:00 PM, 7 April 2025.  
**Prizes by: Maldives Legend X, Backscatter, and Kayasuba**



**Emerging Talent – Youth Category Mermaid Lumba (Indonesia)** received the highest number of likes (2.7K) in the Youth Category.  
**Prizes by: Lotus Hotels & Gangga Divers, X-Adventurer, Kayasuba, and iLab**



**Group Category Teneille Douglass (Australia) & Annisa Berliana (Indonesia)** received 1.1K likes in the Group Category.  
**Prize by: Maldives Legend X, Weefine and Kayasuba**



**Best Costume Lu Xiaoxi (Taiwan)** was recognised for Best Costume at the ADEX Mermaid Festival.  
**Prizes by: Maldives Legend X, Kayasuba, and iLab**

## BEST BOOTH DESIGN



The Philippines Tourism Promotion Board was recognised for having the Best Booth at ADEX Ocean Festival 2025, with an engaging and well-executed space

*"I was so happy to perform alongside my friends and so many talented mermaids I look up to. I can't wait for the next ADEX Mermaid Challenge!"*  
**ADEX Mermaid Performer, 2025**

# Marketing Initiatives



**ADEX Ocean Festival 2025** achieved extensive visibility through a strategic press release campaign distributed across major platforms including Google News, Yahoo, Bing, and AP News. Coverage spanned over 150 million monthly users and appeared on prominent industry sites such as Singapore Newswire, China Newswire, Benzinga, and more. The release was also syndicated via Bloomberg Terminal, Crunchbase, Moody's, Muck Rack, and NewsEdge, reaching targeted media directories in China and Singapore.

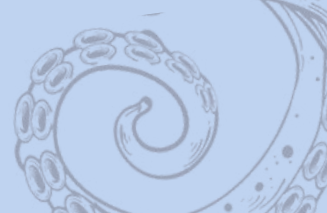
Media Type	Details
Marketing Assets	Promotional posters, videos, and digital collateral were shared with partners for dissemination across their channels.
Distribution	Posters and tickets delivered to dive shops, schools, and industry partners, including educational institutions and regional stakeholders.
Social Media	Speaker, exhibitor, and competition graphics shared on UW360, ADEX, Scuba Diver, and other local/international scuba/diving platforms and groups.
Press Release	The official press release was distributed via major platforms including Google News, Yahoo, Bing, AP News, Singapore Newswire, and China Newswire. Coverage appeared on 230+ outlets, with a potential audience reach of over 400,000 visitors.
Trade Media	Coverage in: Dive Log, DivePhotoGuide (DPG), China Scuba Diving, SG Divers Network, Ocean Geographic, X-Ray, Asian Journeys, Underwater Australasia, Scuba Diving Industry Magazine, DiveSAGA, and more.
Interviews	Conducted with exhibitors, speakers, and attendees to capture testimonials, feedback and post-event marketing material.



# ADEX

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# ADEX

# 32

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26

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