

ADEJ 4024

POST EVENT REPORT



ASIA DIVE EXPO JAPAN (ADEJ) 2024

OCTOBER 25-27, 2024

TOYKO BIG SIGHT, JAPAN

ASIA DIVE EXPO JAPAN (ADEJ) 2024

For the first time in its 30-year history, the Asia Dive Expo (ADEX) expanded into Japan with **Asia Dive Expo Japan (ADEJ) 2024**, held from **October 25-27, 2024**, at **Tokyo Big Sight**. Co-hosted by **Underwater360** and The **Asahi Shimbun**, the event celebrated the ocean, diving, and marine conservation, attracting thousands of attendees, exhibitors, and speakers from Japan and beyond. Held alongside the GOOD LIFE Fair, Japan's largest exhibition on sustainability, ADEJ 2024 reached an even broader audience.



The event featured expert talks, panel discussions, and exhibitions showcasing cutting-edge dive gear, technology, and travel opportunities, with support from organizations like SSI, PADI, and Marelux, as well as tourist boards from destinations such as Palau and Thailand. Interactive workshops on ocean murals and crafting ghost net bottle holders captivated children, fostering education on marine life and conservation. A mermaid-themed photo booth at the venue entrance provided visitors .



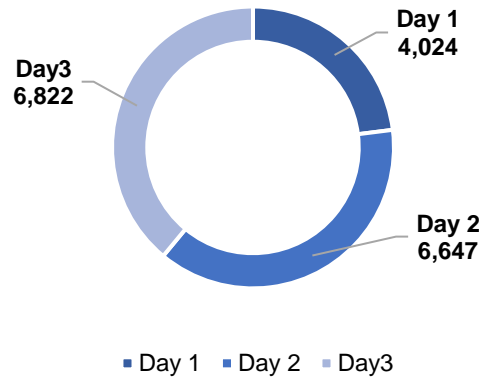
In honor of ADEJ 2024's debut, **Scuba Diver Passport Issue No. 130** was printed in both English and Japanese, ensuring accessibility for all attendees. ADEJ 2024 was a landmark event, growing the diving community and spreading ocean awareness in Japan.

Visitor Analysis

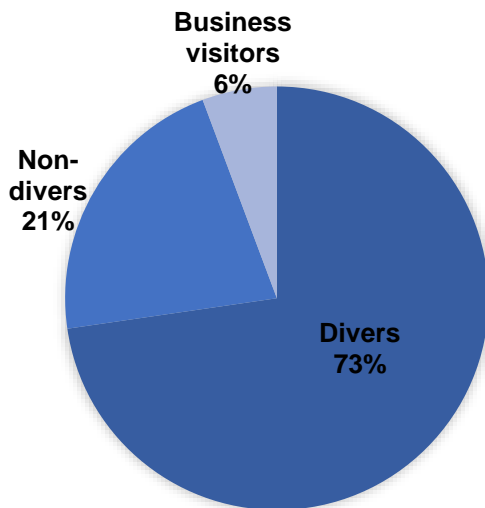
TOTAL VISITORS	17493
DAY 1 (25th October)	4,024
DAY 2 (26th October)	6,647
DAY 3 (27th October)	6,822

The event attracted a total of **17,493 visitors** over three days, with attendance increasing each day. The final day, October 27th, saw the footfall with **6,822 attendees**, showing the growing excitement and engagement as the event progressed.

Number of Visitors



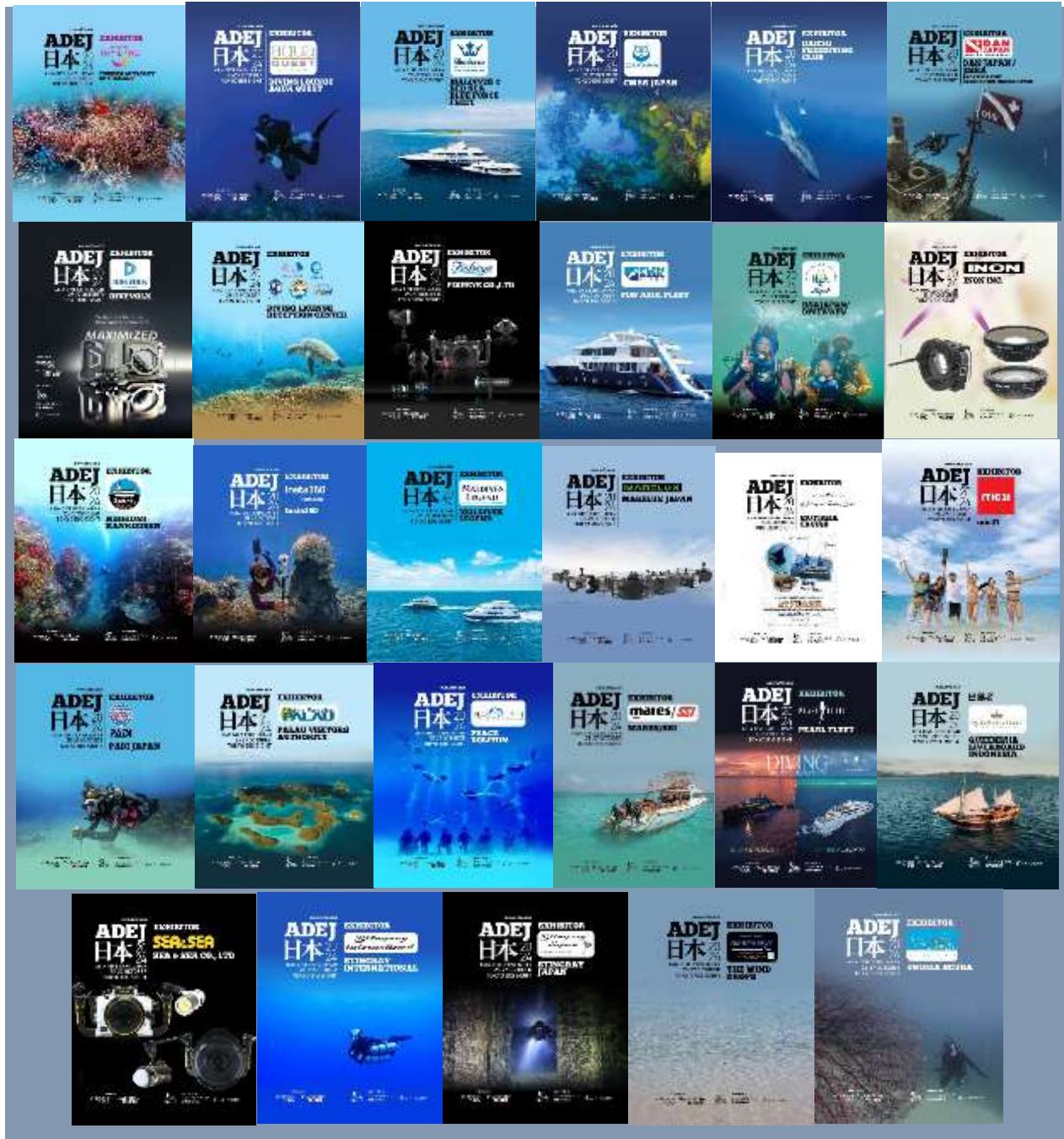
Visitor Composition



The majority of ADEJ 2024 attendees were divers, making up **72.7%** of the audience, while **21.6%** were non-divers, and **5.7%** were business professionals, highlighting strong engagement from the diving community and industry stakeholders.

Exhibitors

We thank all the exhibitors for their continued support of ADEX and for participating in our debut event in Japan. We look forward to expanding this show and bringing you an even larger event in the future.



Day 1 Highlights (October 25, 2024)

The first day of ADEJ 2024 kicked off with a presentation on the natural wonders of Tokyo's islands by Noriaki Sekito. The opening ceremony, led by the ADEJ team, was followed by a beautiful Mermaid Dance Show by the Nagisa Mermaid Club. Key sessions included topics like marine conservation and freediving by Tomoka Fukuda and volunteer diving and recovery missions with Akihiro Sato. The day wrapped up with a panel discussion on expanding diving styles for future generations, Insights on Underwater photography by Aaron Wong and a captivating presentation on underwater artistry by Olga Belka.



Day 2 Highlights (October 26, 2024)

Day two focused on the beauty of Japan's seas and technical diving with engaging presentations by Japanese speakers like Kyo Furumi and Akiko Suzuki. Hidy Yu spoke on the importance of ocean conservation and ghost net hunting. The afternoon included interesting discussions on diving with wild dolphins by Ayano Suzuki and exploring cold current creatures by Ryota Nakajima.





The second day of ADEJ featured two insightful panel discussions by experts, highlighting the beauty of Japan's seas and the importance of preserving our oceans for future generations. The day concluded with thought-provoking session on sustainability by Note Panayanggool.

Day 3 Highlights (October 27, 2024)

The final day was a filled with activity with attendees crowding around exhibitor booths. Audiences explored slow-shutter photography techniques with Yoshi Hirata and underwater treasure-hunting activities led by Yuta Shigeno. ADEX Ambassador for Diving History Leslie Leaney revisited the stage with an interesting presentation on traditional diving helmets, while Keigo Kawamura discussed the evolution of underwater photography and equipment design.



The day featured two impactful panel discussions, focusing on the role of women divers and underwater photography. Presentations ranging from volunteer diving efforts during the tsunami to the wild nature of Tokyo's islands kept audience engaged and inspired. The day concluded with Hiroshi Sato's session on ocean conservation and life cycles in the North Pacific.



We extend our sincere thanks to all the partners, sponsors, exhibitors, speakers, volunteers, and attendees for their invaluable contributions in making ADEJ 2024 a success.

ADEX 2025 Line-up is Out – With More Shows to Come!
 Stay tuned to www.adex.asia for updates.

ADEX, More than Just a Dive Show!



Photo: Mark Donnelly

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