

POST EVENT
REPORT

上海站
**ADEX SHANGHAI
OCEAN FIESTA**
海洋嘉年华暨亚洲潜水展

JULY 5-7, 2019

SHANGHAI NEW INTERNATIONAL
EXPO CENTER

上海新国际博览中心
7月5-7日2019

北京站
**ADEX BEIJING
OCEAN FIESTA**
海洋嘉年华暨亚洲潜水展

JULY 12-14, 2019

CHINA INTERNATIONAL
EXHIBITION CENTER

中国国际展览中心
7月12-14日2019



为了无塑料的未来海洋
TOGETHER WE PLEDGE AGAINST SINGLE-USE PLASTIC

协办
In-conjunction with ISPO 2019

协力支持
Supported by

主办单位
Organised by



CELEBRATING A SILVER MILESTONE

25 WAYS TO LEARN, LEAD & INSPIRE



FIRST DIVE SHOW TO

START IN ASIA

A pioneer in the dive exhibition scene, ADEX is the largest and most-attended dive show in Asia

SINCE ADEX 1995

FIRST DIVE SHOW IN ASIA TO

HAVE DEDICATED A SPECIFIC THEME FOR ENDANGERED SPECIES/TO HAVE DIFFERENT ANNUAL THEME LOGOS

Dedicated to marine conservation

SINCE ADEX 2010

FIRST DIVE SHOW IN ASIA TO

HAVE FOUNDED A DIVING HISTORICAL SOCIETY

Historical Diving Society (Asia) is the first to introduce the history of diving to audiences across Asia

ADEX 2015

FIRST DIVE SHOW IN ASIA TO

INTRODUCE FREEDIVING IN ASIA

ADEX 2004

FIRST DIVE SHOW IN ASIA TO

HAVE CELEBRITY DIVERS AS AMBASSADORS

SINCE ADEX 2011

FIRST DIVE SHOW IN ASIA TO

HAVE PHOTO/VIDEO/ART COMPETITION WITH "LIVE" JUDGING

SINCE ADEX 2010

1

2

3

4

5

6

7

8

9

10

11

12

FIRST DIVE SHOW IN ASIA TO

INTRODUCE/ LAUNCH A BOOK FESTIVAL

SINCE ADEX 2016

FIRST DIVE SHOW IN ASIA TO

INTRODUCE/ LAUNCH A FILM FESTIVAL IN ASIA

SINCE ADEX 2010

INTRODUCE KIDS EDUCATION IN DIVING

SINCE ADEX 2010

FIRST DIVE SHOW IN ASIA

TO LAUNCH AN OCEAN FESTIVAL WITHIN AN EXPO

While ADEX caters to the dive community, ADEX's Ocean Festival has brought dive-related information to non-divers through a range of fun activities

SINCE ADEX 2016

FIRST DIVE SHOW IN ASIA TO

GET THE MOST MERMAIDS GATHERED IN AN OCEAN FESTIVAL IN ASIA

Promotion of mermaiding

ADEX SHENZHEN 2017

FIRST DIVE SHOW IN ASIA

TO INTRODUCE MERMAID CHALLENGE IN ASIA

ADEX SHENZHEN 2017

INSPIRED THE PAST • LEADING THE PRESENT • IMPACTING THE FUTURE



Contents

| | |
|--|-----------|
| 1. INTRODUCTION TO ADEX SHANGHAI OCEAN FIESTA 2019 | 5 |
| 2. ADEX SHANGHAI OCEAN FIESTA 2019 @ A GLANCE | 6 |
| 2.1 EXHIBITOR PRODUCT CATEGORIES | 6 |
| 2.2 ADEX SHANGHAI OCEAN FIESTA 2019 EXHIBITOR LISTING | 6 |
| 2.3 ADEX SHANGHAI OCEAN FIESTA 2019 EXHIBITOR SURVEY | 7 |
| 2.4 ADEX SHANGHAI OCEAN FIESTA 2019 FLOOR PLAN | 7 |
| 3. ADEX SHANGHAI OCEAN FIESTA 2019 EVENT HIGHLIGHTS | 8 |
| DAY ONE - FRIDAY, JULY 5 | 8 |
| DAY TWO - SATURDAY, JULY 6 | 9 |
| DAY THREE - SUNDAY, JULY 7 | 10 |
| 4. INTRODUCTION TO ADEX BEIJING OCEAN FIESTA 2019 | 12 |
| 5. ADEX BEIJING OCEAN FIESTA 2019 PARTNERS & SPONSORS | 14 |
| 6. ADEX BEIJING OCEAN FIESTA 2019 @ A GLANCE | 15 |
| 6.1 VISITORS STATISTICS | 15 |
| 6.2 EXHIBITOR PRODUCT CATEGORIES | 15 |
| 6.3 ADEX BEIJING OCEAN FIESTA 2019 EXHIBITOR LISTING | 15 |
| 6.4 ADEX BEIJING OCEAN FIESTA 2019 EXHIBITOR SURVEY & TESTIMONIAL | 17 |
| 6.5 PRIZE AND AUCTION SPONSORS | 18 |
| 6.6 ADEX BEIJING OCEAN FIESTA 2019 FLOOR PLAN | 21 |
| 7. ADEX BEIJING OCEAN FIESTA 2019 EVENT HIGHLIGHTS | 22 |
| DAY ONE - FRIDAY, JULY 12 | 22 |
| PANEL DISCUSSIONS | 22 |
| THE OPENING CEREMONY | 25 |
| FRINGE ACTIVITY: ADEX BEIJING OCEAN FIESTA CHARITY BALL 2019 | 28 |
| DAY TWO - SATURDAY, JULY 13 | 32 |
| PANEL DISCUSSIONS | 33 |
| FRINGE ACTIVITY: THE MERMAID FIESTA | 36 |
| DAY THREE - SUNDAY, JULY 14 | 37 |
| WORLD SHOOTOUT/ADEX ASIAN PHOTOGRAPHY OF THE YEAR | 37 |
| FRINGE ACTIVITY: VIP DINNER | 43 |
| 8. FEATURING “OCEAN CITIZEN – ONE OCEAN. ONE LOVE” | 44 |
| 9. ASIA DIVE EXPO (ADEX) 2020 BEIJING | 47 |
| 10. ASIA DIVE EXPO (ADEX) 2019 INDIA | 48 |
| 11. ASIA DIVE EXPO (ADEX) 2020 SINGAPORE OCEAN VISION | 50 |

1. INTRODUCTION TO ADEX SHANGHAI OCEAN FIESTA 2019

ABOUT ADEX SHANGHAI OCEAN FIESTA 2019

The ADEX Shanghai Ocean Fiesta 2019 commenced on its first co-operation with ISPO Shanghai on the 5th of July at the Shanghai New International Expo Center. Premiering an entourage of integral brand names that constitute the pillars of the diving industry, the positioning of ADEX in the trade show was to reinforce diving as a sport befitting for summer to the sport enthusiasts attending the show and to both professional and aspiring divers in China and around the region.

ABOUT ISPO SHANGHAI

ISPO Shanghai is the leading multi-segment trade show for the sports industry in Asia with a focus on summer collections where visitors can find out everything about current market developments and experience the future possibilities in the Asian-Pacific region.

ABOUT ADEX

Celebrating its silver milestone and with a history spanning across 25 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 in 2009, ADEX has expanded significantly in size and variety over the decade.

The event is endorsed by major organisations in the industry such as Diving Equipment and Marketing Association (DEMA) from USA, the China Underwater Association, and has been recognized as “Best Exhibition Organiser 2018” by the Singapore Tourism Board (STB). ADEX was also recently appointed by the United Nations and Asia Pacific Diving Communities as “Sustainable Ocean Ambassador”. ADEX brings together distinguished VIPs and speakers from across the globe, some of which include marine conservationists, scientists, underwater photographers and videographers. ADEX is also a platform for various businesses such as dive operators, equipment manufacturers, and national tourism boards.

In 2018, ADEX Singapore attracted a total of 62,079 attendees over the course of three days from April 6 to 8. Attendees were treated to an exhibition of the latest gear and technology, fantastic deals on the best dive courses and trips, and engaging talks by the industry's leading figures. ADEX 2019 will continue to take place in Manila, Philippines for the first time in September, and Mumbai, India, for the first time in October. For more information, please visit www.adex.asia

ABOUT UNDERWATER360°

Underwater360° (UW360) is the umbrella platform that represents every major pillar of diving across Asia, the world and where divers can get information and share their experiences on everything relating to our liquid planet. Since 2010, the platform hopes to hurdle together over 25,000,000* divers community globally by curating content and services that offers 'everything one needs to know about exploring the world of water. Gathering the dive community, along with the whole diving industry, Underwater360° provides informative, up-to-date, exciting information, all of which is easy to digest on the go such as their three magazines titles, a massive dive expo and a lifestyle, infotainment, directory and networking hub called 'Diveaholic by Underwater360° for all the underwater enthusiasts out there. For more information, please visit www.uw360.asia.

* Source PADI Global Certification & Membership Statistics 2017

ABOUT THE ASIAN DIVER AND SCUBA DIVER MAGAZINE

AsianDiver is the official publication for Asia Dive Expo (ADEX) and a magazine for the serious diver who understands the challenging lure of the deep sea. The brand is known around the world for its penetrating and unique insights into the world's richest dive region. Aimed at industry leaders, avid divers and our intrepid instructors and dive leaders, the magazine supports a community committed to the sport we all love.

ScubaDiver Australasia + Ocean Planet (SDAA+OP) is the lifestyle magazine for all 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. ADEX SHANGHAI OCEAN FIESTA 2019 @ A GLANCE

| | |
|--|--|
| 4 INDUSTRIES (DIVING, CONSERVATION & SCIENCES, TRAVEL, MARINE FILMS & MEDIA) CONVERGE IN 1 PLATFORM | OVER 15,600 VISITORS ATTENDED THE 4 TH EDITION THREE-DAY EXHIBITION & CONFERENCE |
| 32 BOOTHS 17 EXHIBITORS ACROSS SHANGHAI NEW INTERNATIONAL EXPO CENTER | 11 SPEAKERS 31 MEDIA PARTNERS |

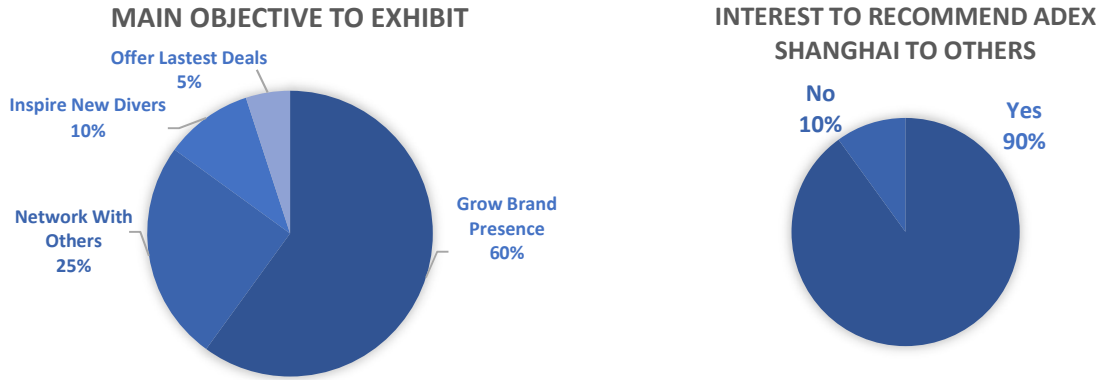
2.1 EXHIBITOR PRODUCT CATEGORIES

Dive Operators, Diving Institution, Diving, Equipment Manufacturers, Snorkelling, Ocean Sports Gear, Equipment and Accessories, Regulators and Breathing Apparatus, Retail Aids and Equipment, Underwater Lights, Underwater Vehicles, Air Station Equipment, Cylinders and Valves, Dive and Ocean Sports Apparel, Equipment, Mermaid Institution, National Tourism Boards, Travel Resorts, Non-Government Organisations.

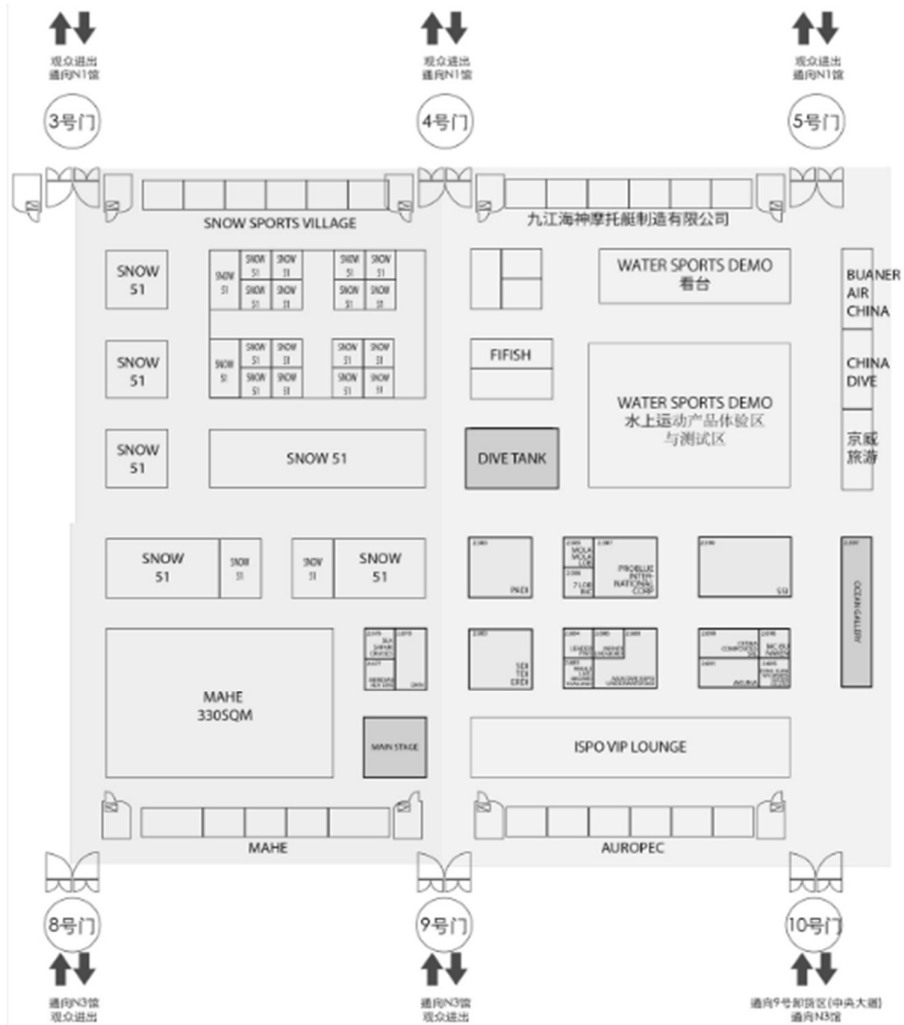
2.2 ADEX SHANGHAI OCEAN FIESTA 2019 EXHIBITOR LISTING

| BOOTH | EXHIBITOR |
|-------|---------------------------------|
| 2.583 | PADI GREATER CHINA (大中华) |
| 2.585 | MOLA MOLA LIVEABOARD |
| 2.586 | 7 LIVEABOARD |
| 2.587 | PROBLUE |
| 2.590 | SCUBA SCHOOLS INTERNATIONAL SSI |
| 2.676 | SEA SAFARI CRUISES |
| 2.677 | MERIDIAN ADVENTURE DIVE |
| 2.678 | DIVERS ALERT NETWORK (DAN) |
| 2.683 | SDI TDI ERDI |
| 2.684 | LEADERFINS/HYDRA |
| 2.685 | WHALE LIVEABOARD |
| 2.686 | INFINITI LIVEABOARD |
| 2.688 | ADEX UNDERWATER360 |
| 2.690 | CETMA COMPOSITES |
| 2.691 | AQUANA GEARS |
| 2.695 | DIVESTAR |
| 2.696 | ADEX UNDERWATER360 |

2.3 ADEX SHANGHAI OCEAN FIESTA 2019 EXHIBITOR SURVEY



2.4 ADEX SHANGHAI OCEAN FIESTA 2019 FLOOR PLAN



3. ADEX SHANGHAI OCEAN FIESTA 2019 EVENT HIGHLIGHTS

DAY ONE - FRIDAY, JULY 5



The ADEX Shanghai Ocean Fiesta 2019 is headlined with an interactive 'LIVE' displays and presentations from the powerhouse agencies of diving and mermaiding. Aside from the breathtaking diving spectacles, the ADEX exhibitors, inclusive of **PADI**, **SSI**, **SDI TDI SDDI**, **DAN Asia Pacific**, **7 LOB Inc**, **Infiniti Liveaboard**, **Mola Mola Liveaboard**, **RAJA AMPAT – Meridian Adventure Dive Resort**, **Sea Safari Cruises**, **Whale Liveaboard Thailand**, **Akuana Gears**, **Cetma Composites SRL**, **Leaderfins**, **PROBLUE International Corp**, **Divestar DongGuan SVS Sports Goods Co., Ltd.** and **MC Bunaken Dive Resort**, exhibited the best diving courses, insurances, equipment and liveaboard offers and knowledge-sharing talks on all things related to diving for the inspired visitors that attended.



ADEX Shanghai Ocean Fiesta 2019, together with the specially appointed exhibitors and speakers, aims to reach out to aspiring divers and to extend an invitation of interest to drive and push the diving landscape in the Greater China to greater heights.

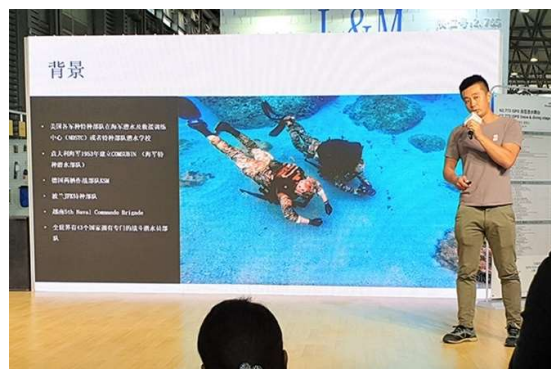
DAY TWO - SATURDAY, JULY 6



Besides the educational diving demonstrations in the tank sponsored by PADI to the graceful dances in the indoor pool by the mermaids, the day as packed with Water Stage programmes graced by the leading industry thought leaders from both the local and international brands.



At the Water Stage, James Zhu, a professional underwater photographer from China, shared with the audiences his beautiful underwater photography and explained the complexity and the ethics required with regards to interacting with the nature and towards every magnificent sea creature behind each image that he took.



Speaker Wang Yuan from Akuana shared the history of underwater military strategies, the tragic and legendary tales of underwater military heroes of various countries and about each country's defence, underwater terrorist tactic trends, and the lack of a credible hub for training and supplies.



Speaker Andrea Salomi from CETMA Composite, is one of the first to engineer high tech fins that are free from defects, made with innovative materials and the latest technology.



Raymond Chan from SDI TDI ERDI shared on the top shipwreck sites to explore and tips to embark on such trips, including the best timing to embark on a dive, the required equipment and necessary insights and history of the top 10 shipwreck locations.

DAY THREE - SUNDAY, JULY 7

The final day of ADEX Shanghai Ocean Fiesta 2019 ended its inaugural edition with a rising and growing interest amongst China's sports enthusiasts who are interested in the diving verticals such as recreational diving, technical diving, freediving, mermaiding, and underwater photography.



WUD dive instructor Cyril Jin Xuefeng shared on the search for top cave diving locations, the challenges in the preparation for overseas exploration, types of equipment, and raised technical issues such as dive tank logistics for deep-diving, the difference of dive tank compression standards, the allowance consideration for the different countries and the importance of careful mixing of gas composition for the various diving depths.

PADI presented on their growth and featured the four “Ocean Family” dive centres from the many different regions that PADI is in and concluded with an intriguing short video on PADI’s education and conservation efforts.



Dr Silvio Pappada and team from CETMA Composites shared to the audience on the technology behind the innovative and safe fin blades. Dr Silvio and team missioned to deliver the best solutions “to bring the most advanced materials technology to your freediving”.

ADEX would like to thank all our friends, exhibitors, sponsors, partners and stakeholders for the participation and support garnered to ADEX Shanghai Ocean Fiesta 2019. Looking forward to a resounding partnership for the 2020 edition.



4. INTRODUCTION TO ADEX BEIJING OCEAN FIESTA 2019

ABOUT ADEX BEIJING OCEAN FIESTA 2019

ADEX Asia Dive Expo premiered in Beijing 15 years ago, and this year marks its 9th run in Beijing. On July 12 to 14, ADEX Beijing Ocean Fiesta is held in Beijing China International Exhibition Center, in partnership with Enlightened Creations and Guoye Culture.

ABOUT ADEX

Celebrating its silver milestone and with a history spanning across 25 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 size and variety over the past decade. The event is endorsed by major organisations in the industry such as Diving Equipment and Marketing Association (DEMA) from USA, the China Underwater Association and has been recognized as “Best Exhibition Organiser 2018” by the Singapore Tourism Board (STB). ADEX was also recently appointed by the United Nations and Asia Pacific Diving Communities as “Sustainable Ocean Ambassador”.

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

In 2018, ADEX Singapore attracted a total of 62,079 attendees over the course of three days from April 6 to 8. Attendees were treated to an exhibition of the latest gear and technology, fantastic deals on the best dive courses and trips, and engaging talks by the industry's leading figures. ADEX 2019 will continue to take place in Manila, Philippines for the first time in September, and Mumbai, India, for the first time in October. For more information, please visit www.adex.asia

ABOUT ENLIGHTENED CREATIONS (復興創展)

Enlightened Creations is the pioneer of China's well-known content comprehensive development operators and the “Upstream Culture IP Development and Operation + Downstream Space Content Operation” model. It provides urban cultural positioning and market development survey, cultural IP design and development, and urban cultural impact assessment report. The project will implement operational planning and team plans, and integrate domestic and international artists and institutional resources. At present, Enlightened Creations has planned and built the immersion experience exhibition of the Forbidden City, the large-scale art interactive exhibition of Terracotta Warriors and Horses and Dunhuang IP, and the ADEX Asia Dive Expo. It has become an outstanding representative of the comprehensive development and operation of cultural IP.

ABOUT GUOYE CULTURE (国叶文化)

Guoye Culture supports the rebranding of China by transforming & transmitting its culture through a network of 3rd and 4th generation Chinese cultural ambassadors. It is in the business of investment & creation, through interrelated verticals fashion, the arts, and well-being. Founded 30 years ago, Guoye Culture is in a singular position to bring together collective resources and power through a variety of networks. With the founder's unique background, and being a pioneer in modern Chinese culture, Guoye Culture is uniquely poised to navigate the market, and make big ideas happen by engaging an empowered network of women as well as the 3rd and 4th generation Chinese. It aims to positively affect China and its image by transforming traditional Chinese culture into a modern, global legacy.

ABOUT UNDERWATER360°

Underwater360° (UW360) is the umbrella platform that represents every major pillar of diving across Asia, the world and where divers can get information and share their experiences on everything relating to our liquid planet. Since 2010, the platform hopes to hurdle together over 25,000,000* divers in the global community by curating content and services that offers 'everything one needs to know about exploring the world of water. Gathering the dive community, along with the whole diving industry, Underwater360° provides informative, up-to-date, exciting information, all of which is easy to digest on the go such as their three magazines titles, a massive dive expo and a lifestyle, infotainment, directory and networking hub called 'Diveaholic by Underwater360° for every underwater enthusiasts. For more details, please visit www.uw360.asia.

ABOUT THE ASIAN DIVER AND SCUBA DIVER MAGAZINE

AsianDiver is the official publication for Asia Dive Expo (ADEX) and a magazine for the serious diver who understands the challenging lure of the deep sea. The brand is known around the world for its penetrating and unique insights into the world's richest dive region. Aimed at industry leaders, avid divers and our intrepid instructors and dive leaders, the magazine supports a community committed to the sport we all love.

ScubaDiver Australasia + Ocean Planet (SDAA+OP) is the lifestyle magazine for all 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.



AsianDiver and ScubaDiver magazines launched their Mandarin version with Beijing Science and Technology Publishing Co., Ltd. on July 12, 2019, during the ADEX Beijing Ocean Fiesta Opening Ceremony. The strategic partnership between **Mr John Thet** - CEO of Asia Dive Expo, founder of Underwater360, and **Mr Zhang Jian**, general manager of Beijing Science and Technology Publishing Co., Ltd. will see the first Mandarin versions of AsianDiver and ScubaDiver magazines on the international shelves within the next few months.



Mandarin Version First Release:



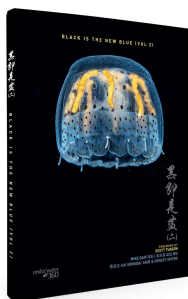
December 2019



October 2019

ONLINE SHOP

Visit <https://shop.uw360.asia> for more exclusive merchandises.



This book features a collaboration of international photographers: Scott Tuason (Philippines), Mike Bartick (United Kingdom), Ace Wu (Taiwan – ROC) Cai Song Da (China), Ram Yoro (Philippines), Henley Spiers (USA) & Jade Hoksbergen Spiers (Philippines).



The Scuba Diver Asia Pacific Map is a collector's map to the best insiders' diving spots to meet the beautiful and rare marine wildlife of Asia Pacific based on extensive research and opinions from experienced divers across the continent.



This shirt comes as an international pledge to adopt sustainable habits – to say no to single-use plastic and to preserve the health of ocean for the future generations. Get FREE entry to any ADEX show when you wear these.

5. ADEX BEIJING OCEAN FIESTA 2019 PARTNERS & SPONSORS

主办方 Organised By



支持单位 Supported By



官方出版物 Official Publication



网络媒体 Online Media:



国家伙伴 Official Country Partner:



航空伙伴 Official Airline Partner:



潜水安全伙伴 Official Dive Safety Partner:



潜水缸赞助商 Dive Tank Sponsor:



大奖赞助商 Grand Prize Sponsor:



赞助商 Sponsors



所有伙伴档案 All Partners Profiles



官方软件 Official App



潜水支持机构 / 参展商 Supporting Dive Agencies / Exhibitors



合作媒体 Media Partners



6. ADEX BEIJING OCEAN FIESTA 2019 @ A GLANCE

| | | |
|--|--|--|
| <p>4 INDUSTRIES (DIVING, CONSERVATION & SCIENCES, TRAVEL, MARINE FILMS & MEDIA) CONVERGE IN 1 PLATFORM</p> | <p>137 BOOTHS 52 EXHIBITORS ACROSS CHINA INTERNATIONAL EXHIBITION CENTER IN BEIJING</p> | <p>65 SPEAKERS 17 ADEX AMBASSADORS ACROSS CHINA INTERNATIONAL EXHIBITION CENTER IN BEIJING</p> |
| <p>OVER 28,950 VISITORS ATTENDED THE 9TH EDITION THREE-DAY EXHIBITION & CONFERENCE</p> | <p>66 INTERNATIONAL & REGIONAL ADVISORY SESSIONS REPRESENTING 4 INDUSTRIES ACROSS 60 SPEAKER SESSIONS AND 6 PANELS DISCUSSION</p> | <p>22 SUPPORTING ORGANISATIONS / NGOS 31 MEDIA PARTNERS</p> |

RMB 465,485 RAISED FOR THE "LEFT-BEHIND CHILDREN" FOUNDATION WITH #ADEXGIVESBACK CAMPAIGN

RMB 381,485 RAISED BY THE CHINA NGO WATER DROPLETS (水滴公益), IN-CONJUNCTION WITH RMB 84,000 RAISED BY ADEX
BEIJING OCEAN FIESTA IN PARTNERSHIP WITH BEIJING PUBLIC SAFETY & WELFARE FOUNDATION

6.1 VISITORS STATISTICS

| | Day 1 July 12 | Day 2 July 13 | Day 3 July 14 | 3 DAYS |
|-----------------------|------------------|------------------|------------------|---------------|
| CONSUMERS | 4,350 | 9,015 | 5,457 | 18,822 |
| TRADE | 2,343 | 4,855 | 2,938 | 10,136 |
| TOTAL VISITORS | 6,693 | 13,870 | 8,395 | 28,958 |

6.2 EXHIBITOR PRODUCT CATEGORIES

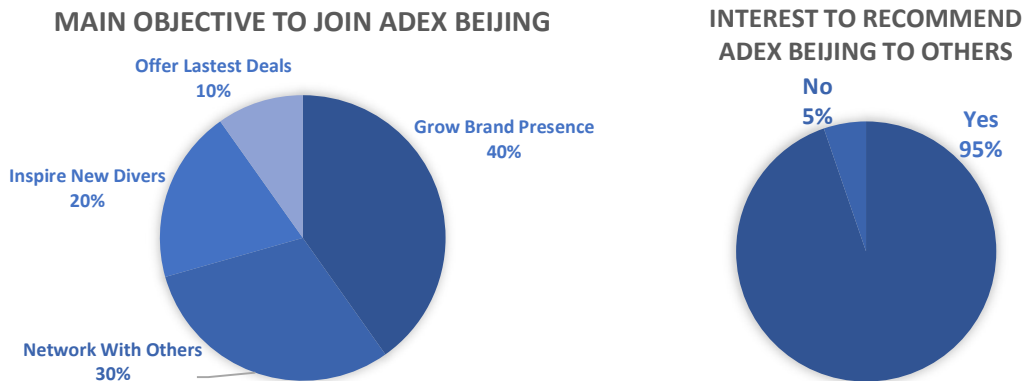
Dive Operators, Diving Institution, Diving, Equipment Manufacturers, Snorkelling, Ocean Sports Gear, Equipment and Accessories, Regulators and Breathing Apparatus, Retail Aids and Equipment, Underwater Lights, Underwater Vehicles, Air Station Equipment, Cylinders and Valves, Dive and Ocean Sports Apparel, Equipment, Mermaid Institution, National Tourism Boards, Travel Resorts, Non-Government Organisations.

6.3 ADEX BEIJING OCEAN FIESTA 2019 EXHIBITOR LISTING

| BOOTH | EXHIBITOR |
|-----------|----------------------------------|
| A0 | 三亚蜈支洲岛旅游区 |
| A03 - A04 | PHILIPPINES AIRLINES |
| A05 - A06 | DEPARTMENT OF TOURISM PHILIPPINE |

| | |
|----------------------|---|
| A07 | INFINITI LIVEBOARD |
| A08 | MERIDIAN ADVENTURE DIVE - RAJA AMPAT |
| A09 | LEADERFINS |
| A10 | WHALE LIVEBOARD THAILAND |
| A11 | MALDIVES CRUISER |
| A12 | 众安基金会 |
| B01 - B06 | PADI GREATER CHINA (大中华) |
| B07 | DUNE ATLANTIS BALI - AURORA CRUISE |
| B08 | GPACERS TECHNOLOGY CO.,LTD. |
| B09 | WHITE MANTA |
| B10 | 7 LIVEBOARD INC 帕劳黑珍珠号船宿 |
| B11-12 | DIVECEICA (潜园世家) |
| B17 | 薄荷 GOSCUBA 度假村 |
| B18 | 四川大沧体育用品有限公司 |
| C01-10 | DEPARTMENT OF TOURISM PHILIPPINE |
| C11-14 | DIVERS ALERT NETWORK (DAN) |
| C15-18 | TOURISM MALAYSIA |
| C21 | HSA |
| C22 | 潜水游世界 |
| C25-26 | 北京大学潜水学会 |
| C27-28 | MFI |
| D01-10 | SSI |
| D11-18 | 京威旅游 |
| D21-22 | 浙江洛森压缩机股份有限公司 |
| D23 - D28 | BESTDIVE |
| E01 - E06 | FOURTH ELEMENT/Halcyon (Living Group Pte Ltd) |
| E07 - E10 | ADEX UNDERWATER360 |
| E11 - E12 | OMS |
| E13 | 帕劳岛活潜水度假 |
| E14 | 北京陆叁玖智动科技有限公司 |
| E15 | AQUAROBOTMAN INNOVATION |
| E16 | 深圳普辉 |
| E17 | GREEN NIRWANA MARATUA RESORT |
| E18 | MOLA MOLA LIVEBOARD, RAJA AMPAT-KOMODO, INDONESIA |
| E21 & E23 | 北京行智广告有限公司 (MVA) |
| E22 & E24 | PANDA 号帆船潜水酒店 |
| E25 - E28 | PROBLUE INTERNATIONAL CORP., |
| F01 & F06 | RAID XDEEP |
| F07 & F10 | 57 DIVING |
| F21 & F22 | NAUTCAM CHINA LTD |
| F25 & F26 | KALINDAVA |
| F27 | DIVESTAR 品牌潜水服供应商 |
| F28 | THE BULK HOUSE |
| F33 - F36 | ART FUTURE 铭冠国际美术教育 |
| G01 | OSSIDABILE |
| G03 | ADRECC |
| G31 | ART FUTURE 铭冠国际美术教育 |
| GP01 | SCANDI DIVERS INC. |
| GP02 | 潜爱大鹏 |

6.4 ADEX BEIJING OCEAN FIESTA 2019 EXHIBITOR SURVEY & TESTIMONIAL



“China’s economy has been growing rapidly and exponentially - We want to be a part of it as we see a lot of potential in ADEX! Each year, the show is ever growing to be bigger and bigger. The Chinese people are more interested in the quality of diving, and in the diving safety.”

- Gideon Liew, Founder of Living Oceans

“ADEX gives us access and the opportunity to network and communicate with many professionals in the diving industry, in China and from around the region.”

- Luo Li Lan, Business Manager of Murasame

“The go-to-platform for diving promotion.”

- Jin Hai Peng, CEO of Beijing Lu Yi Jiu Smart

“We have been exhibiting in DEMA for years and we have been advised by a senior management to expand our business in China. Our first show with ADEX Beijing is in 2015 and we have been in the region through the years.”

- Xin Ai Ping, Deputy General Manager, BestDive

6.5 PRIZE AND AUCTION SPONSORS

ADEX BEIJING OCEAN FIESTA 2019 DAILY LUCKY DRAW SPONSORS (FRIDAY)

| PRIZE | SPONSOR |
|--|----------------------|
| x01 3 Days 2 Nights Summer Bay Resort Dive and Stay for 1 person voucher worth RMB 4,015 | Summer Bay Resort |
| x01 Divestar Wetsuit worth RMB 786 | Divestar |
| x01 Divecica Wetsuit worth RMB 1035 | Divecica |
| x01 潜水无忧 APP Voucher worth RMB 500 | 潜水无忧 APP |
| x01 AKUANA TechDive Shorts worth RMB 488 | AKUANA |
| x03 Bancas Island Hopping voucher worth RMB 149 | 风翔旅游 |
| x01 SDI TDI ERDI Backpack worth RMB 380 | SDI TDI ERDI |
| x05 Ossidabile Jewellery | Ossidabile Jewellery |
| x03 Problue 20L Dry Bag | Problue |

ADEX BEIJING OCEAN FIESTA 2019 CHARITY BALL AUCTION SPONSORS (FRIDAY)

| AUCTION ITEM | PROVIDED BY |
|--|--|
| <Harmony> Huge Painting | China Left-Behind Children & Millennium Crown International Arts |
| 11 Days 10 Nights Komodo National Park Itinerary for 1 person voucher worth RMB 30,000 | Indo Aggressor & Ombak Biru |
| ADEX 25 th Anniversary Limited Edition BCD by XDEEP worth RMB 12,800 | Underwater360/ ADEX |
| Terrapene Vest by Kalindava worth RMB 5,500 | Kalindava |
| Oil Painting & Pearl Whale Brooch | Zhu Guancheng |

ADEX BEIJING OCEAN FIESTA 2019 CHARITY BALL LUCKY DRAW SPONSORS (FRIDAY)

| PRIZE | SPONSOR |
|--|------------------------|
| x01 10 Days 9 Nights Premium Africa Wild Safari + Indian Ocean Luxury Island Itinerary for 1 person worth RMB138,000 | We Connect Group |
| x01 Best Dive Wetsuit worth RMB 5,000 | Best Dive |
| x01 Black Is The New Blue Volume 2 worth RMB 350 | ScubaDiver OceanPlanet |

ADEX BEIJING OCEAN FIESTA 2019 DAILY LUCKY DRAW SPONSORS (SATURDAY)

| PRIZE | SPONSOR |
|--|----------------------|
| x01 ADRECC 3 Days 2 Nights Stay at Ara Dinawan Island Private Resort + 4 Dives voucher worth RMB 8,250 for 2 person | ADRECC |
| x01 7 Liveaboard voucher worth RMB 6,888 | 7 Liveaboard |
| x02 ADRECC 7 Days 6 Nights (1 week) camping with participation Conservation Project with protocol voucher worth RMB 4,670 for 1 person | ADRECC |
| x01 3 Days 2 Nights Summer Bay Resort Dive and Stay for 1 person voucher worth RMB 4,015 | Summer Bay Resort |
| x01 A pair of Leaderfins freediving fins worth RMB 1,280 | Leaderfins |
| x01 Divestar Wetsuit worth RMB 786 | Divestar |
| x01 Divecica Wetsuit worth RMB 1035 | Divecica |
| x01 AKUANA TechDive Shorts worth RMB 488 | AKUANA |
| x04 Bancas Island Hopping voucher worth RMB 149 | 风翔旅游 |
| x01 SDI TDI ERDI Backpack worth RMB 380 | SDI TDI ERDI |
| x05 Ossidabile Jewellery | Ossidabile Jewellery |
| x03 Problue 20L Dry Bag | Problue |

ADEX YOUTH OCEAN AMBASSADORS CHINA (SATURDAY)

| PRIZE | SPONSOR |
|--|--------------|
| x02 SDI TDI ERDI Divemaster courses worth RMB 6,888 each | SDI TDI ERDI |
| x01 CERTINA DS-Action Diver Watch - C0324071105100 worth RMB 6,200 | CERTINA |
| x01 CERTINA PH200M HERITAGE WATCH - C0364071605000 RMB 5,300 | CERTINA |
| x02 ADRECC 7 Days 6 Nights (1 week) camping with participation Conservation Project with protocol voucher worth RMB 4,670 for 1 person | ADRECC |

ADEX MERMAID FIESTA 2019 LUCKY DRAW SPONSORS (SATURDAY)

| PRIZE | SPONSOR |
|---|--------------|
| x01 ADRECC 3 Days 2 Nights Stay for 2 person at Ara Dinawan Island Private Resort + 4 Dives voucher worth RMB 8,250 | ADRECC |
| x01 Magic Jet from Aquarobotman worth RMB 5000 | Aquarobotman |
| x01 3 Days 2 Nights at Deluxe Beachfront Accommodation with meals provided and 4 Dives for 2 person voucher worth RMB 4,970 | MC Bunaken |

| | |
|--|-------------------|
| x03 3 Days 2 Nights Summer Bay Resort Dive and Stay for 1 person voucher worth RMB 4,015 | Summer Bay Resort |
| x01 A pair of Leaderfins freediving fins worth RMB 1,280 | Leaderfins |
| x02 Akuana BCD Dive Equipment | Akuana |
| x01 Divestar Wetsuit worth RMB 786 | Divestar |

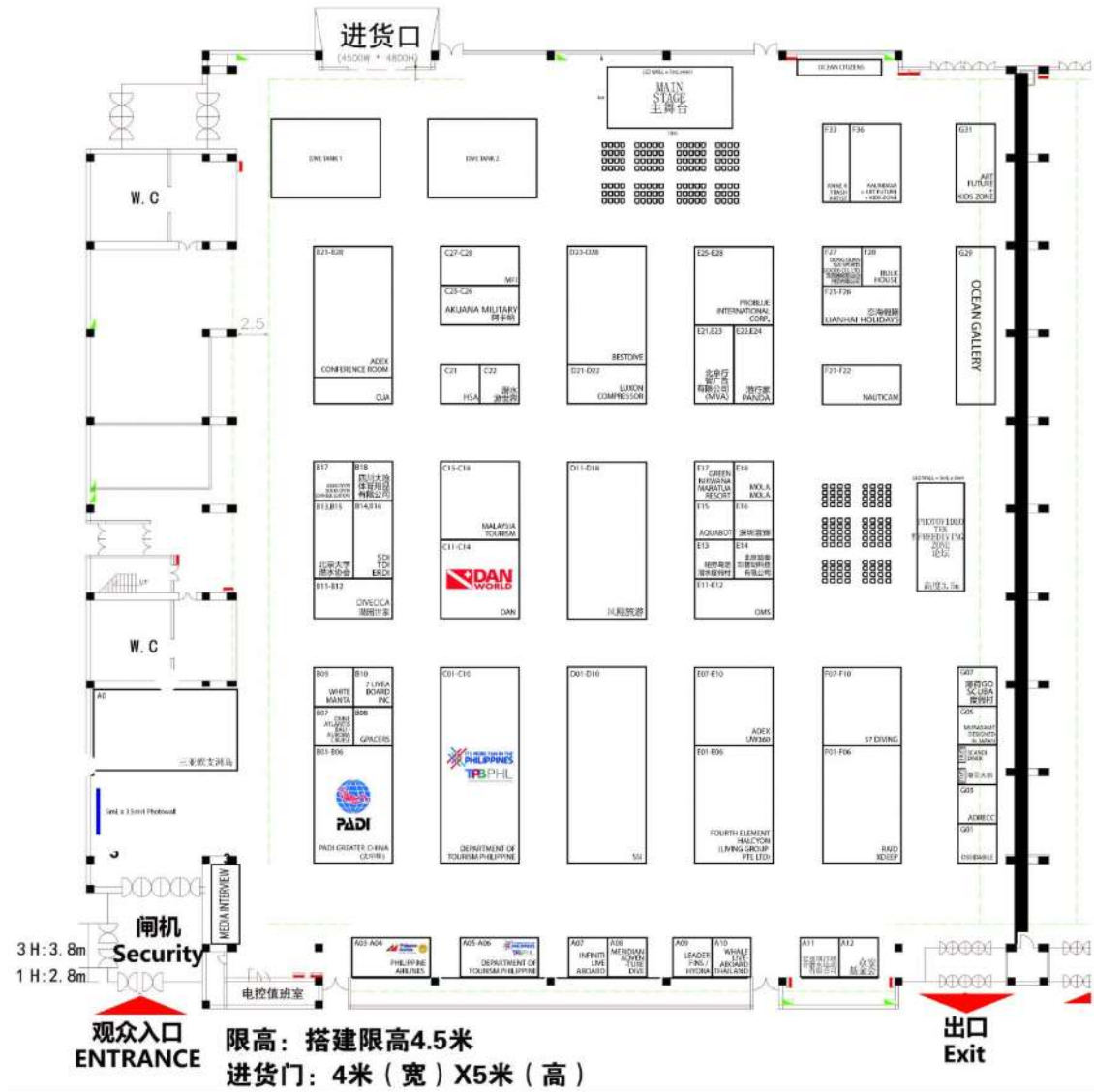
ADEX BEIJING OCEAN FIESTA 2019 DAILY LUCKY DRAW SPONSORS (SUNDAY)

| PRIZE | SPONSOR |
|--|----------------------|
| x01 3 Days 2 Nights Summer Bay Resort Dive and Stay for 1 person voucher worth RMB 4,015 | Summer Bay Resort |
| x01 Divestar Wetsuit worth RMB 786 | Divestar |
| x01 AKUANA TechDive Shorts worth RMB 488 | AKUANA |
| x03 Bancas Island Hopping voucher worth RMB 149 | 风翔旅游 |
| x01 SDI TDI ERDI Backpack worth RMB 380 | SDI TDI ERDI |
| x05 Ossidabile Jewellery | Ossidabile Jewellery |
| x03 Problue 20L Dry Bag | Problue |
| x01 Return flight ticket from Macau to Palau | Palau Ocean Divers |
| x03 Koral Coral Jellyfish Shirt | Palau Ocean Divers |
| x03 Starry Sea Whale series Notebook | Palau Ocean Divers |

WORLD SHOOTOUT/ADEX ASIAN PHOTOGRAPHER OF THE YEAR 2019 (SUNDAY)

| TIER | PRIZE | SPONSOR |
|-------------------|--|-----------------------------|
| BEST OF THE YEAR | SEACAM Housing | SEACAM |
| BEST OF THE YEAR | 11 Days 10 Nights Komodo National Park Itinerary for 1 person voucher worth RMB 30,000 | Indo Aggressor & Ombak Biru |
| MOST-VOTED ONLINE | Cash Prize USD 500 | World Shootout |
| TOP 5 FINALIST | 4 Days 3 Nights Summer Bay Resort Dive and Stay for 1 person voucher worth RMB 5,300 | Summer Bay Resort |

6.6 ADEX BEIJING OCEAN FIESTA 2019 FLOOR PLAN



7. ADEX BEIJING OCEAN FIESTA 2019 EVENT HIGHLIGHTS

DAY ONE - FRIDAY, JULY 12

ADEX premiered in Beijing 15 years ago, and this year marks its 9th run. ADEX Beijing Ocean Fiesta 2019, in partnership with Enlightened Creations and Guoye Culture, commenced with a brand-new partnership for a deeper impact on China’s diving community.



ADEX Beijing Ocean Fiesta opened from 9 am to 5 pm on July 12th & 13th, and from 9am to 3pm on July 14th. ADEX Asia Dive Show is not just a dive expo. Themed “Dedicated to a Plastic-Free Future”, visitors were greeted with ocean-themed activities suitable for everyone in ADEX Beijing Ocean Fiesta, such as photography & art exhibits, film festival, kids’ zone, conservation forums, professional panel discussions, mermaids, dive try-outs, lucky draws and many more. Additionally, ADEX deemed to spearhead the “Ocean Citizen” movement with some of China’s celebrities headlining for a greater cause, such as Eric Tsang, ADEX Ocean Citizen Ambassador, Anais Martane, ADEX China Ocean Citizen Ambassador, Mei Ting, ADEX China Ocean Ambassador, Jing Chao and Tan Kai, ADEX China Marine Public Welfare Ambassador, Jin Tao, ADEX Ambassador and Ye Mingzi. Over 50 renowned local and international dive brands exhibited in this show.

PANEL DISCUSSIONS



On the main stage, the Dive Safety Panel Discussion was moderated by **John Thet**, CEO of ADEX. The panel included **Lou Yan**, President of PADI Greater China, **Ahmed Gabr**, Guinness World Record Holder in the Deepest Scuba Dive of 332.35m, **Jean Claude Monachon**, vice president of international sales & marketing of SSI and **Wang Yi Kun**, founder of Dragon Diving Group. The topics included how to reduce dive risks, and organisations that have safety standards systems.



The Freediving Panel Discussion, was moderated by **Dada Li**, ADEX Freediving Ambassador, and attended by **Wang Aolin**, ADEX Freediving Ambassador (China), **Potti Lau**, professional freediver, and **Maggie Yang**, professional freediver. The audience got to learn about their training, daily routines, training, dangerous situations overcome through intense willpower and even a glimpse of their younger days.

STAGE PROGRAMME

Throughout the day, the speakers on the main stage included underwater cinematographer **Torch Sun**, **Mark Rausch**, course director of Handicapped Scuba Association International, **Jean Claude Monachan**, vice-president sales, marketing & international business SSI, **Mcgill** from Divers Alert Network (DAN World), **Nina Song**, director of theme tour business of Qunar.com, and **Lou Yan**, president of PADI Greater China. The crowd was rewarded with the chance to take part in the ADEX Beijing Ocean Fiesta Daily Lucky Draw.



Underwater Cinematographer **Torch Sun** on history of underwater cinematography. Using examples from behind-the-scenes of movies, he showcased the beauty and the challenges encountered in the process of underwater cinematography projects.



Jean Claude Monachan, vice-president sales, marketing & international business SSI, shared about the programmes SSI offer to cater wholistically to the needs various kinds divers of all ages and experiences.



Mcgill from Divers Alert Network (DAN), the diving industry's largest association dedicated to scuba diving safety. For three decades, DAN has provided emergency assistance, medical information resources educational opportunities, and more.



Nina Song, director of theme tour business of Qunar.com, introduces their mobile app and the opportunities present for divers and dive businesses to be listed on the growing dive-themed platform.



Lou Yan, president of PADI Greater China presents on the expertise, training, pain points, growth, and vision for the China market with population increasingly embracing sports such as diving.



ADEX Beijing Ocean Fiesta Daily Lucky Draw.

The ADEX Beijing Ocean Fiesta Daily Lucky Draw winners:

| DAILY LUCKY DRAW SPONSORS (FRIDAY) | SPONSOR | WECHAT WINNERS |
|--|----------------------|------------------------------|
| x01 3 Days 2 Nights Summer Bay Resort Dive and Stay for 1 person voucher worth RMB 4,015 | Summer Bay Resort | 玩疯-Ami |
| x01 Divestar Wetsuit worth RMB 786 | Divestar | 妍妍 |
| x01 Divecica Wetsuit worth RMB 1035 | Divecica | 潜水猫 |
| x01 潜水无忧 APP Voucher worth RMB 500 | 潜水无忧 APP | 三木 |
| x01 AKUANA TechDive Shorts worth RMB 488 | AKUANA | Banboo |
| x03 Bancas Island Hopping voucher worth RMB 149 | 风翔旅游 | Colby |
| x01 SDI TDI ERDI Backpack worth RMB 380 | SDI TDI ERDI | 张潇予 |
| x05 Ossidabile Jewellery | Ossidabile Jewellery | 涂某人, vvsong, WGD, Penny,肖恩同学 |
| x03 Problue 20L Dry Bag | Problue | L@@,小鹿, BRE John ma |

The speakers who held talks on the multi-purpose stage included WUD Instructor **Cyril Jin**, **Sun Yuxin** from Handicapped Scuba Association China, **August Ho**, ADEX Ambassador for Mermaid China, conservationist **Monica Chin**, freediver **Potti Lau**, underwater photographer **Kent Yeung**, conservationist **Wang Miao**, **Christian Vizl**, Asian Photography of the Year 2019 Judge from Mexico, Maritime Historian **Steven Schwankert**, **Edmund Yiu** from RAID.



WUD Instructor Cyril Jin shared on the 120m exploration in Sipadan.



Sun Yuxin from Handicapped Scuba Association China introduced courses for the handicapped, their story and vision.



ADEX Ambassador for Mermaid China August Ho shared on her travel journey and mermaiding.



Seasoned freediver Potti Lau illustrated the breakthrough of freediving challenges.



Underwater photographer Kent Yeung shared the beauty of the ocean through his photography.



Christian Vizl, Asian Photography of the Year 2019 Judge from Mexico shared on the complexity of marine creature behaviours and ocean conservation.

THE OPENING CEREMONY

Alexandra Ao and Jin Tao were the hosts for ADEX Beijing Ocean Fiesta 2019. During the opening ceremony, ADEX Beijing Ocean Fiesta was treated with a cultural-exchange performance brought by the Tourism Promotions Board Philippines, ADEX official country partner, set with the background of Guillaume Nery Freediving Expedition film to the Philippines.



As a sign of appreciation for the contributions ADEX made towards Tourism Promotion Board Philippines, Mr Tomasito G. Umali, Tourism Attache of Philippine Department of Tourism - Beijing Office, presented the plaque of congratulations to Mr John Thet, CEO of Asia Dive Expo, during the Philippines Network Night on July 11.



On July 12 at 3pm, the opening speeches were delivered by **Mr Lin Fan** - CEO OF Enlightened Creation, **Mr John Thet** - CEO of Asia Dive Expo, founder of Underwater360, and **Mr Winston Dean Almeda** - First Secretary and Consul, Embassy of the Philippines, Beijing, China. A heart-warming introduction was given to ADEX speakers of various diving pillars and to the “Left-Behind Children” of China, who are on their first ever trip to the city of Beijing.





ADEX China Marine Public Welfare Ambassador, Celebrity Jing Chao and Tan Kai, greeted everyone through the screen on their filming sets. Aside from that, headlining on the programmes for the next couple of days were both local and international industry speakers and thought leaders.



Everyone at the opening ceremony of ADEX Beijing Ocean Fiesta 2019 got to witness an important milestone for Asian Diver and Scuba Diver Magazines, their magazine launch in Mandarin, a strategic partnership between **Mr John Thet** - CEO of Asia Dive Expo, founder of Underwater360, and **Mr Zhang Jian**, general manager of Beijing Science and Technology Publishing Co., Ltd.



Finally, the ADEX Beijing Ocean Fiesta 2019 ribbon cutting ceremony was graced by **Mr Lin Fan** - CEO OF Enlightened Creation, **Mr John Thet** - CEO of Asia Dive Expo, Founder of Underwater360, **Mr Winston Dean Almeda** - ADEX Official Country Partner (Philippines), all of ADEX Ambassadors for Conservation & Education, Tekdiving, Freediving, Photography & Videography and Mermaids, Beijing Public Safety And Welfare Foundation who brought along 20 of China's "Left-Behind" Children.



FRINGE ACTIVITY: ADEX BEIJING OCEAN FIESTA CHARITY BALL 2019

As a part of the #ADEXGivesBack initiative, ADEX Beijing Ocean Fiesta Charity Ball was held on July 12, 7 pm at Infinity Hall, Hilton Beijing, with over 200 invited VIP guests, exhibitors and speakers, and Alexandra Ao and Jin Tao as hosts for the main stage.



The highlights for the evening included a toast on stage for CEO of ADEX Mr John Thet, ADEX Ocean Citizen Ambassador Celebrity Eric Tsang, and CEO of Enlightened Creations Mr Lin Fan, a performance by famous Ukraine head violinist Vedmedenko Olha, a song “Ajelu” performed by the “Left-Behind Children”, an award ceremony for outstanding brands that contributed to the dive industry, a charity auction, and an exciting lucky draw with the grand prize being an 10 Days 9 Nights Africa Wild Safari and Indian Ocean Itinerary worth over USD 20,000 by We Connect Group.



Working with the Beijing Public Safety & Welfare Foundation, ADEX Beijing Ocean Fiesta 2019 channelled the RMB 84,000 charity auction amount raised for the “Left-Behind Children” foundation through Beijing Public Safety & Welfare Foundation, in conjunction with RMB 381,485 raised by the China NGO, Water Droplets (水滴公益). The charity auction bids are listed as below:

| CHARITY AUCTION ITEM | PROVIDED BY | BIDDED BY | AMOUNT RAISED |
|---|--|---|--------------------|
| x01 <Harmony> Huge Painting | China Left-Behind Children & Millennium Crown International Arts | Mr Fang Li | RMB 30,000 |
| x01 10 Nights Komodo National Park Itinerary for 1 person voucher worth RMB 30,000 | Indo Aggressor & Ombak Biru | Mr Andy Chen | RMB 20,000 |
| x01 ADEX 25 th Anniversary Limited Edition BCD by XDEEP worth RMB 12,800 | Underwater360/ ADEX | Mr Eric Tsang | RMB 28,000 |
| x01 Terrapene Vest by Kalindava worth RMB 5,500 | Kalindava | Mr Yue Hong Jun | RMB 2,000 |
| x01 Oil Painting & Pearl Whale Brooch | Zhu Guancheng | The Forbidden City Liquor Culture Co. Ltd. (Liquor Sponsor of the Charity Dinner) | RMB 4,000 |
| ADEX BEIJING OCEAN FIESTA CHARITY AUCTION AMOUNT RAISED | | | RMB 84,000 |
| WITH CHINA NGO WATER DROPLETS RAISED | | | RMB 381,485 |
| TOTAL RAISED FOR LEFT-BEHIND CHILDREN | | | RMB 465,485 |



City Sea Painting 3m in length by China Left-Behind Children and Millennium Crown International Arts
Bidded by: Mr Fang Li RMB 30,000



10 Nights Komodo National Park Itinerary for 1 person voucher worth RMB 30,000 by Indo Aggressor & Ombak Biru
Bidded by: Mr Andy Chen RMB 20,000



ADEX 25th Anniversary Limited Edition BCD by XDEEP worth RMB 12,800 provided by Underwater360/ ADEX
Bidded by: Mr Eric Tsang RMB 28,000





Terrapene Vest by Kalindava worth RMB 5,500
Bidded by: Mr Yue Hong Jun RMB 2,000



Oil Painting & Pearl Whale Brooch worth RMB 5,500
by Zhu Guancheng
Bidded by: The Forbidden City Liquor Culture Co. Ltd. RMB 4,000



Group shot of Mr Eric Tsang with the Left-Behind Children and
Beijing Public Safety & Welfare Foundation

The evening for ADEX Beijing Ocean Fiesta 2019 Charity Ball ended with some guests walking home with exclusive lucky draw prizes.

| CHARITY BALL LUCKY DRAW PRIZES | SPONSOR | WECHAT WINNER |
|--|------------------------|---------------|
| x01 10 Days 9 Nights Premium Africa Wild Safari + Indian Ocean Luxury Island Itinerary for 1 person worth RMB138,000 | We Connect Group (WCG) | Andy Chen |
| x01 Best Dive Wetsuit worth RMB 5,000 | Best Dive | Nathan |
| x01 Black Is The New Blue Volume 2 worth RMB 350 | ScubaDiver OceanPlanet | Bo Bo |



Prize:
Black Is The New Blue Volume 2 worth RMB 350 provided by ScubaDiver OceanPlanet
Winner: Ms Bo Bo



Prize:
Best Dive Wetsuit worth RMB 5,000 provided by Best Dive
Winner: Mr Nathan



Prize:
10 Days 9 Nights Premium Africa Wild Safari + Indian Ocean Luxury Island Itinerary for 1 person worth RMB138,000 provided by WCG
Winner: Mr Andy Chen

DAY TWO - SATURDAY, JULY 13

The second day of ADEX Beijing Ocean Fiesta 2019 saw the incessant crowd meandering around the booths, SSI tank and stages that were constantly busy with talks delivered by distinguished speakers.



Starting at 9.30am, the shortlisted panel of students from Peking University Diving Association pitched their passionate perspectives on marine conservation and climate change. The ADEX Youth Ocean Ambassador (China) was on its inaugural hunt for young ambassadors. The best presenters, **Mr Wang Xing and Ms Liu Jian Xing**, each won the following prizes:

| ADEX YOUTH OCEAN AMBASSADORS CHINA (SATURDAY) PRIZE | SPONSOR | WINNER |
|---|--------------|---------------------------|
| x02 SDI TDI ERDI Divemaster courses worth RMB 6,888 each | SDI TDI ERDI | Wang Xing & Liu Jian Xing |
| CERTINA DS-Action Diver Watch - C0324071105100 worth RMB 6,200 | CERTINA | Liu Jian Xing |
| CERTINA PH200M HERITAGE WATCH - C0364071605000 RMB 5,300 | CERTINA | Wang Xing |
| x02 ADRECC 7 Days 6 Nights (1 week) camping with participation Conservation Project with protocol voucher worth RMB 4,670 | ADRECC | Wang Xing & Liu Jian Xing |



The second round of prize presentation for the ADEX Youth Ocean Ambassador (China) was on July 14 at 10.30am. Liu Jian Xing and Wang Xing, the new ADEX Youth Ocean Ambassador (China), were awarded by SDI TDI ERDI with a Divemaster course worth RMB 6,888 each for their outstanding pitch on marine conservation and climate change.



PANEL DISCUSSIONS



The Single-Use Plastic Conundrum in Greater China Panel Discussion was moderated by **Claire Li**, a Doctor in Environmental Conservation and a SSI Mermaid Instructor. The panel was attended by **Wei Rong**, President of Peking University Diving Association, **Monica Chin**, ADRECC Director of Education & Conservation, **Fu Subin**, director of network information center of Wuzhizhu Island, **Kalindava**, ocean trash artist from Indonesia and **Morgan** from Dive



The Underwater Photography & Videography Panel Discussion on the multi-purpose stage was moderated by **William Tan**, ADEX Ambassador for Macro Photography, and attended by **Sun Ping**, ADEX Ambassador for Photography (China), **Yorko Summer**, ADEX Ambassador for Photography (Greater China), **Nan Wang** and **Christian Vizl**, ADEX Asian Photographer of the Year 2019 Judges, and **Aaron Wong**, ADEX Ambassador for Photography (International) and ADEX Ambassador for Ocean Citizen. The topics Discussed included subjects about ethics in underwater photography, the interaction between divers and the marine creatures, comparing the trends of underwater photography in the past and present, and values which should be held in the ever-changing underwater photography arena. Quoting Christian Vizl who perfectly puts it: *"We are divers, we should take care of the ocean. if we don't do it, who will do it? We have to set an example for the world, with our images and our actions"*.

STAGE PROGRAMME

The day was filled with valuable sessions delivered on the main stage by speakers such as **Dada Li**, ADEX Ambassador for Freediving, **Yorko Summer**, ADEX Ambassador for Photography (China) and Judge for Asian Photographer of the Year 2019, **Alan Lam**, co-founder of MFI, **DouDou**, ADEX Ambassador for Marine Conservation, **Yolanda Yao**, an SSI mermaid instructor and the co-investor, executive producer and leading actress in the all-underwater mini-movie “Snake Sisters in China”, **Roni-Ben Aharon** and **Alex Santos** from Official Country Partner Philippines. The ADEX Beijing Ocean Fiesta Daily Lucky Draw was also conducted on main stage.



Dada Li, ADEX Ambassador for Freediving spoke for Dive for Love and her search in South East Asia for a Coral Paradise.



DouDou, ADEX Ambassador for Marine Conservation (Greater China), engaged the audience with her journey of 3 pole ice dive to Antarctica, Arctic & Tibet.



Yolanda Yao, the executive producer and leading actress in the of all-underwater mini-movie Snake Sisters in China, gave a worldwide premiere in ADEX Film Festival.



Yorko Summer, ADEX Ambassador for Photography (China) brings the treasures of Marianas, as well as tips on how to be a better eco-conscious diver to his audience.



Alan Lam, co-founder of MFI, provided a holistic overview to the nitty-gritties in Mermaid Fashion and conservation.



ADEX Beijing Ocean Fiesta Daily Lucky Draw for Day 2.

The Saturday ADEX Beijing Ocean Fiesta Daily Lucky Draw winners:

| DAILY LUCKY DRAW SPONSORS (SATURDAY) | SPONSOR | WECHAT WINNERS |
|--|-------------------|----------------|
| x01 ADRECC 3 Days 2 Nights Stay at Ara Dinawan Island Private Resort + 4 Dives voucher worth RMB 8,250 for 2 person | ADRECC | April |
| x01 7 Liveaboard voucher worth RMB 6,888 | 7 Liveaboard | 山石君 |
| x02 ADRECC 7 Days 6 Nights (1 week) camping with participation Conservation Project with protocol voucher worth RMB 4,670 for 1 person | ADRECC | 小童, 李俊 |
| x01 3 Days 2 Nights Summer Bay Resort Dive and Stay for 1 person voucher worth RMB 4,015 | Summer Bay Resort | 肖鹏 |
| x01 A pair of Leaderfins freediving fins worth RMB 1,280 | Leaderfins | 跳跳 |
| x01 Divestar Wetsuit worth RMB 786 | Divestar | 曲曲 |
| x01 Divecica Wetsuit worth RMB 1035 | Divecica | 乐平 |
| x01 AKUANA TechDive Shorts worth RMB 488 | AKUANA | 明塞 |

| | | |
|---|-------------------------|----------------------------------|
| x04 Bancas Island Hopping voucher worth RMB 149 | 风翔旅游 | 热铁, 喵喵, Heather, 李悦 Wilson |
| x01 SDI TDI ERDI Backpack worth RMB 380 | SDI TDI ERDI | 陈艺芳 Angela |
| x05 Ossidabile Jewellery | Ossidabile Jewellery | Powehi, 晓军, 宫宫, 优雅的刺猬, 白鹭 |
| x03 Problue 20L Dry Bag | Problue | 白天, 梁虹, GY |

The speakers on the multi-purpose stage included mermaid **Momo Xu**, underwater photographer **Wang Yi Kun**, **Gideon Liew** from XDeep, underwater photographer **Zhou Jun**, ADEX Ambassador for Macro Photography (Greater China) **Alan Lo**, underwater photographer **Henley Spiers**, China technical diver **Tan Xiao Long**, underwater photographer **Ace Wu**, **Aaron Wong**, ADEX Ambassador for Photography (International), **William Tan**, ADEX Ambassador for Macro Photography, freediver **Maggie Yang**, underwater photographer **Jade Hoksbergen**, and **Yue Hong Jun**, ADEX Asian Photographer of the Year 2019 Judge.



Mermaid Momo Xu delivered the topic on the prospect of Mermaiding in China and the revolutionary Seamaid Design.



Underwater photographer Zhou Jun shared on his experience of traveling around the world as a career.



Alan Lo, ADEX Ambassador for Macro Photography (Greater China) shared on macro behaviour of his marine subjects.



Underwater photographer Henley Spiers introduced a set of guides to underwater photography competitions.



Underwater photographer Ace Wu followed the journey of salmon homecomings.



ADEX Ambassador for Photography (International) Aaron Wong revealed the enchanting art of light in photography.



William Tan, ADEX Ambassador for Macro Photography on his adventure and discovery in the Blackwater.



Yue Hong Jun, ADEX Asian Photographer of the Year 2019 Judge, shared on the latest dive gadgets he has for his travels.

FRINGE ACTIVITY: THE MERMAID FIESTA

The Mermaid Fiesta was held on July 13, Saturday 7 pm at the Superlife Gym, Beijing. This is a summer pool party for the diving and non-diving public, exhibitors of ADEX, and an evening packed with like-minded individuals and influencers, good live music by DJ Shen Yue and DJ Darcy, inviting pool, complimentary drinks per ticket, mermaids and lucky draws.



Winners of the exciting poolside lucky draw won prizes such as Ossidabile Jewellery, Divestar Wetsuit worth RMB 786, two sets of Akuana BCD Dive Equipment, a pair of Leaderfins freediving fins worth RMB 1,280, the 3 Days 2 Nights Summer Bay Resort Dive and Stay for 1 person voucher worth RMB 4,015, 3 Days 2 Nights at MC Bunaken Deluxe Beachfront Accommodation with meals provided and 4 Dives for 2 person voucher worth RMB 4,970, Magic Jet from Aquarobotman worth RMB 5,000, and ADRECC 3 Days 2 Nights Stay for 2 person at Ara Dinawan Island Private Resort + 4 Dives voucher worth RMB 8,250.

| MERMAID FIESTA LUCKY DRAW PRIZE | SPONSOR | WECHAT WINNERS |
|---|--------------|----------------|
| x01 ADRECC 3 Days 2 Nights Stay for 2 person at Ara Dinawan Island Private Resort + 4 Dives voucher worth RMB 8,250 | ADRECC | H |
| x01 Magic Jet from Aquarobotman worth RMB 5000 | Aquarobotman | 日月光辉 |
| x01 3 Days 2 Nights at Deluxe Beachfront Accommodation with meals provided and 4 Dives for 2 person voucher worth RMB 4,970 | MC Bunaken | Lynn |

| | | |
|--|-------------------|--------------------|
| x03 3 Days 2 Nights Summer Bay Resort Dive and Stay for 1 person voucher worth RMB 4,015 | Summer Bay Resort | 北京摩托爵 Mr 刘, 万荣, 晴天 |
| x01 A pair of Leaderfins freediving fins worth RMB 1,280 | Leaderfins | AAA |
| x02 Akuana BCD Dive Equipment | Akuana | Siqi · 小辛, 蜡笔小辛 |
| x01 Divestar Wetsuit worth RMB 786 | Divestar | Ethan L |

DAY THREE - SUNDAY, JULY 14

On the final day of ADEX Beijing Ocean Fiesta 2019, the crowd was continually thrilled by exhibitors' activities, mermaid performances in the SSI Tank, and stage programmes throughout the day.



WORLD SHOOTOUT/ADEX ASIAN PHOTOGRAPHY OF THE YEAR

The inaugural World Shootout/ADEX Asian Photography of the Year 2019 'live-judging' session on the main stage commenced at 2pm with its search for Asia's best underwater photo, by a panel of local and international esteemed judges – Aaron Wong (Singapore), Christian Vizl (Mexico), Doudou (Greater China), Nan Wang (China), Yoriko Summer (Greater China) and Yue Hong Jun (China).





After a long ordeal of judging, the results are as indicated below:

WORLD SHOOTOUT/ADEX ASIAN PHOTOGRAPHER OF THE YEAR 2019 (SUNDAY)

| TIER | PRIZE | WINNER |
|-------------------|--|--|
| BEST OF THE YEAR | SEACAM Housing | Cai Songda from China |
| BEST OF THE YEAR | 11 Days 10 Nights Komodo National Park Itinerary for 1 person voucher by Indo Aggressor & Ombak Biru | Cai Songda from China |
| BEST OF THE YEAR | The Andromeda Statuette Trophy | Cai Songda from China |
| MOST-VOTED ONLINE | Cash Prize USD 500 from World Shootout | Elianne Dipp from Indonesia |
| TOP 5 FINALIST | 4 Days 3 Nights Summer Bay Resort Dive & Stay for 1 person voucher worth RMB 5,300 | Cai Songda from China Simon Lorenz from Hong Kong Marco Steiner from the Maldives Yen Wen Chih from Taiwan Marco from Taiwan |



**ADEX ASIAN PHOTOGRAPHER OF THE YEAR 2019, 1st PLACE:
CAI SONGDA FROM CHINA**



**ADEX ASIAN PHOTOGRAPHER OF THE YEAR
2019, 2nd PLACE:
SIMON LORENZ FROM HONG KONG**



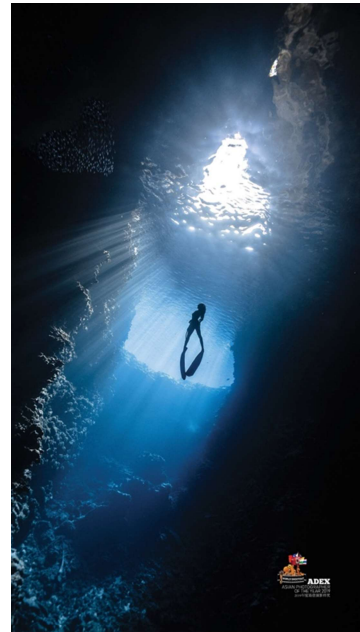
**FINALIST OF ADEX ASIAN PHOTOGRAPHER
OF THE YEAR 2019, 5th PLACE:
SIMON LORENZ FROM HONG KONG**



**FINALIST OF ADEX ASIAN
PHOTOGRAPHER OF THE YEAR
2019, 3rd PLACE:
MARCO STEINER FROM THE
MALDIVES**



**FINALIST OF ADEX ASIAN
PHOTOGRAPHER OF THE YEAR
2019, 4th PLACE:
MARCO FROM TAIWAN**



**'MOST-VOTED ONLINE'
PHOTO OF THE YEAR 2019:
ELIANNE DIPP FROM
INDONESIA**

PANEL DISCUSSIONS



The Technical Diving Panel Discussion was moderated by veteran technical diver Tan Xiao Long, joined by Ahmed Gabr, Guinness World Record Holder in the deepest scuba dive 332.35M, Raymond Chan from SDI TDI, maritime historian Steven Schwankert, Edmund Yue from RAID, Gideon Liew from GUE, and Alex Santos from Philtech. They shared about the advancement in technology, tales of how they were adapting to technical diving technical diving before there were all

The digital gadgets, dive safety and personal stories in different parts of the world. With the interactive Q&A session at the end of the panel discussion, the audience benefitted from the advice by the 6 seasoned guest panel on stage.



The Mermaid Panel Discussion on the multi-purpose stage was moderated by Jan Kern, international affairs director of Enlightened Creations, attended by ADEX Ambassador for Mermaid (China) August Ho, mermaid Ann Liu, plus-size mermaid Merlia Moidu, Alan Lam from MFI, mermaid Yolanda Yeo and Corinna Davids, course director of SSI mermaiding.

STAGE PROGRAMME

The array of main stage line up for the rest of the day included talks by speaker **Roni-Ben Aharon** from Official Country Partner Philippines, Kalindava, ocean trash artist from Indonesia, **Dada Li**, ADEX Ambassador of Freediving, **Wang Aolin**, ADEX Ambassador of Freediving (China), freediver **Maggie Yang**, ADEX Asian Photographer of the Year 2019 Judge **Nan Wang**, and **Ahmed Gabr**, Guinness World Record Holder in the Deepest Scuba Dive of 332.35m.



Alex Santos from Official Country Partner Philippines, a veteran technical diver.



Indonesian ocean trash artist Kalindava performed a live demonstration on being creative and reusing single-use plastic.



Dada Li, ADEX Ambassador of Freediving on the interesting subject of aquatic human evolution and freediving.



Wang Aolin, ADEX Ambassador of Freediving (China) guided the audience into a preliminary mode of freediving.



Spiri Sun Ping, ADEX Ambassador for Photography (China), shared on the drastic change of sea colour in five years.



Nan Wang, ADEX Asian Photographer of the Year 2019 Judge, sharing on the three fundamentals of underwater diving.



Ahmed Gabr, Guinness World Record holder from Egypt in scuba diving 332.35m, was in ADEX Beijing Ocean Fiesta 2019 to share with the curious audience on the preparations that lead to his achievements, as well as making a stand for our oceans; he mobilised 614 divers for the world's largest underwater clean-up. As a technical diving instructor trainer, he is backed by 20+ years of experience in sport and military diving; an ex-Special Forces officer, a graduate of the US Combat Diver course, his passion for technical diving began soon after becoming a professional dive instructor in 1996.

Ahmed Gabr, Guinness World Record holder from Egypt in scuba diving 332.35m, was in ADEX Beijing Ocean Fiesta 2019 to share with the curious audience on the preparations that lead to his achievements, as well as making a stand for our oceans; he mobilised 614 divers for the world's largest underwater clean-up. As a technical diving instructor trainer, he is backed by 20+ years of experience in sport and military diving; an ex-Special Forces officer, a graduate of the US Combat Diver course, his passion for technical diving began soon after becoming a professional dive instructor in 1996.

On the final day, the crowd was ready at the main stage for their last chance to bring home something exclusive from the ADEX Beijing Ocean Fiesta Daily Lucky Draw.

| DAILY LUCKY DRAW SPONSORS (SUNDAY) | SPONSOR | WECHAT WINNERS |
|--|----------------------|----------------------------|
| x01 3 Days 2 Nights Summer Bay Resort Dive and Stay for 1 person voucher worth RMB 4,015 | Summer Bay Resort | Great 鹏鹏 |
| x01 Divestar Wetsuit worth RMB 786 | Divestar | Ryan |
| x01 AKUANA TechDive Shorts worth RMB 488 | AKUANA | 心随 |
| x03 Bancas Island Hopping voucher worth RMB 149 | 风翔旅游 | 林长琦, YX 男, 大宝_ |
| x01 SDI TDI ERDI Backpack worth RMB 380 | SDI TDI ERDI | Bin |
| x05 Ossidabile Jewellery | Ossidabile Jewellery | Corar, 小倩 Alex, 小九, 晨曦, 沐沐 |
| x03 Problue 20L Dry Bag | Problue | 贺氏佳豪, Baobaoma, mengli |
| x01 Return flight ticket from Macau to Palau | Palau Ocean Divers | 阿基米德 |
| x03 Coral Coral Jellyfish Shirt | Palau Ocean Divers | Yujia, Charlotte_Niu, 小飞 |
| x03 Starry Sea Whale series Notebook | Palau Ocean Divers | 贾平 Mark, 瑰菲, 玥 |

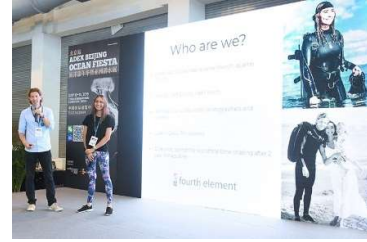
The line-up for multi-purpose stage included speakers such as underwater photographer James Zhu, producer David Pilosof, initiator of the first World ShootOut, underwater photographers Jade Hoksbergen & Henley Spiers, underwater photographer Chen Yuping, underwater photographer Andrew Lim, underwater photographer Wang Tian Hong, mermaid Ann Liu and speaker Wang Ye.



Producer David Pilosof, introduced the World ShootOut, and international online competition since 2011.



Underwater photographers Jade Hoksbergen & Henley Spiers sharing on how “Two is better than One” in their team venture of beautiful underwater photography for couples.



Underwater photographer Chen Yuping shared her love for magnificent whales.



Underwater photographer Andrew Lim engaged the audience with his story.



Underwater photographer Wang Tian Hong showcased the colours underwater.



mermaid Ann Liu shared on her adventure as mermaid for the past 10 years.



Speaker Wang Ye promoted for a greater understanding and love for the ocean.

ADEX Beijing Ocean Fiesta ended its 9th Beijing edition with success!

In partnership with Enlightened Creations and Guoye Cultures, the event has attracted 28,958 visitors over a span of three days and have successfully garnered traction and rising interest amongst China’s divers and non-divers’ scene. ADEX would like to thank all our friends, exhibitors, sponsors, partners and stakeholders for the participation and support garnered to ADEX Beijing Ocean Fiesta 2019! ADEX is committed to raising awareness of the threats of single-use plastic and ocean plastic pollution. Looking forward to a resounding partnership for the 2020 edition on July 10-12, 2020.

FRINGE ACTIVITY: VIP DINNER



The ADEX VIP Dinner was held on July 14, Sunday 7 pm at **CHUAN'er Bar 酒街串巷** in 2 Qianmen Street, Dongcheng, Beijing. This is a cosy evening programme for organizing team of ADEX from China and Singapore to celebrate and appreciate the successful opening and closing of the three-day ADEX Beijing Ocean Fiesta with long-time supportive speakers of ADEX before bidding farewell. VIP attendees who managed to turn up for the night included Yoriko Summer, ADEX Ambassador for Photography (Greater China), Christian Vizl, Asian Photography of the Year 2019 Judge, August Ho, ADEX Ambassador for Mermaids, Ahmed Gabr, Guinness World Record Holder in the Deepest Scuba Dive of 332.35m, Alexandra Ao, Andrew Lim, Anne Liu, Kalindava, Tan Xiao Long, and more.



中国，北京市前街道前门大街
2号一层107号

No.107, 1st floor,
2 Qianmen Street,
Dongcheng, Beijing, China



CHUAN'erBar
酒街串巷

















8. FEATURING “OCEAN CITIZEN – ONE OCEAN. ONE LOVE”



First world nations to third world countries. We are facing the same environmental epidemic – plastic pollution. As convenient, durable, light and versatile, this 111-year-old invention takes up to 400 years to decompose and have impose to affect the lives of people and living creatures for the next 16 generations to come. The excessive and irresponsible consumption of plastics is impacting ocean health and biodiversity. Some research has reported that by 2050, there could be more plastics in the ocean than fish if our current consumption habits are unchanged*.

8,000,000 tons of plastics are dumped in the ocean each year. China, Indonesia, Philippines and Vietnam are reported as countries dumping the most plastic waste than any other region in the world from its shared river systems and waterways as the conduits of this problem**. In Singapore, we consume about 1.76 billion kilogramme of plastic items a year of plastic waste is discarded every year but less than 20% of plastics are being recycled! *** But these nations have since implement changes through the policies to curb this worldly plastic pollution issue.

On ADEX 2019 edition, celebrating its 25th silver milestone, uw360° together with the congregation of esteemed 'Friends of ADEX' take on this opportunity of raising awareness about the polluting impacts of plastic packaging by taking a pledge to the refusal, reuse, reduce and recycle of single-use plastic products in ADEX exhibition hall!

REFUSE disposable plastic whenever and wherever possible. Choose items that are not packaged in plastic, and carry your own bags, containers and utensils. Say 'no straw, please.'

REUSE durable, non-toxic straws, utensils, to-go containers, bottles, bags, and other everyday items. Choose glass, paper, stainless steel, wood, ceramic and bamboo over plastic.

REDUCE your plastic footprint. Cut down on your consumption of goods that contain excessive plastic packaging and parts. If it will leave behind plastic trash, don't buy it.

RECYCLE what you can't refuse, reduce or reuse. Pay attention to the entire life cycle of items you bring into your life, from source to manufacturing to distribution to disposal.

Website: oceancitizen.global/en/public

*Reported by the executive director, Lise Kingo, of the United Nations Global Compact in the latest release. ** Source from www.worldbank.org/en/news/feature/2018/06/08/planet-over-plastic-addressing-east-asias-growing-environmental-crisis

*** Reported by www.straitstimes.com/singapore/environment/176b-plastic-items-used-here-yearly-poll . S0urce from Singapore Environment Council (SEC).

亚洲潜水展海洋名人嘉宾 & 海洋大使 ADEX Ocean Celebrity & Ambassadors



叶明子
Wendy Ye Mingzi
中国 China
亚洲潜水展海洋大使
ADEX OCEAN AMBASSADOR

中国灵性艺术家叶明子，曾荣获各类时尚、艺术类奖项，担任“创意星空”节目主评委，指导策划了在北京的大型户外艺术演出“生命之花盛典”。海洋孕育人类的生命，海洋动物和人类的生存息息相关，关注海洋和环保，提升公众海洋保护意识，少点外卖，拒绝吸管，减少使用一次性塑料制品，从点滴做起，清洁海洋，拯救生命。从“我”做起，让我们赖以生存的世界变得完整而美丽，为了地球上的生命拯救我们的海洋”。

Ye Mingzi, a Chinese spiritual artist, has won various fashion and art awards. She served as the main judge of the *Creative Stars* programme, and directed the planning of the large-scale outdoor art performance *Flower of Life* in Beijing. "The ocean gave birth to human life. The survival of marine animals and human beings are co-dependent on one another. We need to pay attention to the ocean, environmental protection, raise public awareness of marine protection and cut down on the use of single-use plastic. Let's make the world we live in complete and beautiful, and save our oceans for all life on earth."



安娜伊思.马田
Anais Martane
法国/中国 France /China
亚洲潜水展海洋大使
ADEX OCEAN AMBASSADOR

在中国生活了18年的Anais在成为外国媒体的肖像摄影师之后在法国和中国共同制作的电影中工作了数年。在与演员刘烨结婚后，她开设了一所基于法语教学的艺术学校，并开始制作音频和音乐内容。凭着她的知名度，她参加了几个电视节目，包括“爸爸去哪儿”。她已经开始作为河乐队（小河，万晓利，张玮玮）的歌手在舞台上工作。目前她正在巡回演出著名音乐剧“犹太城”中的女主角。

Anais has been living in China for 18 years. After being a documentary photographer for the foreign press, she worked in films co-produced by France and China for several years. After marrying actor Liuye, she set up an art school based on French teaching and produced audio and music content. She participated in several TV shows including *Where is Daddy?*. She has worked on stage as a singer with River Band and is the lead actress in the musical *Ghetto* now on tour in China.



为了无塑料的未来海洋

TOGETHER WE PLEDGE AGAINST SINGLE-USE PLASTIC

海洋公民大使
**OCEAN CITIZEN
AMBASSADOR**

曾志伟 Eric Tsang
香港 Hong Kong

香港出生，电影导演及演员，广州市政协委员。在演艺事业中，荣获多项殊荣，有着颇高的声望，同时积极致力于多个大型筹款活动及创办推动慈善公益事业。藉著艺人的公信力，实事实事，默默支援多个公益项目，把开心欢乐带到每一个角落。曾志伟先生认为：“现在的地球病了，海洋努力的维系着地球上所有的生命，保护它是我们义不容辞的事情，我将尽自己的全力，推动海洋环保事业的发展，让地球好起来！”。

Born in Hong Kong, film director, actor and member of the Guangzhou Municipal People's Political Consultative Conference, Eric Tsang has won many awards in his performing arts career and enjoys a high reputation within the industry. At the same time, he is actively committed to many large-scale fundraising activities and the establishment of charity and public welfare undertakings. Using his credibility as an artiste, Eric has silently supported a number of welfare projects in practical ways, bringing happiness and joy to everyone. Mr Eric Tsang believes, "Now the earth is sick. The sea strives to maintain all life on Earth. It is our unshirkable duty to protect it. I will do my best to promote the development of marine environmental protection and make the Earth better!"



经超 Jing Chao

中国 China

亚洲潜水展海洋公益大使
**ADEX CHINA MARINE PUBLIC
WELFARE AMBASSADOR**



中国内地男演员、当红实力小生。外形出众的他凭借精湛的演技，在多部影视剧中崭露头角。在不断磨练演技的同时，经超也是一位运动达人，快艇、潜水等海洋运动统统拿手。从小就对海洋充满好奇的经超，一直认为海洋有一种神秘力量，它的包容力可以化解所有的负能量。但日益严峻的海洋环境问题，必须让我们每个人都行动起来，不只是关注，而是我们一同守护蓝色海洋。

One of the top male actors in China, Jing Chao's dashing good looks and top notch acting skills has seen him deliver outstanding performances in his film and television roles. When he is not actively working on his craft, Jing Chao pursues his interest in water sports such as yachting and diving. Having fallen in love with the ocean since he was young, he has always been curious about the mysterious power of the ocean to integrate and neutralise negative energy. However, in the face of worsening global marine pollution, all of us need to stand up to not only care for our oceans but to actively protect our blue oceans.

谭凯 Kelvin Tan

中国 China

亚洲潜水展中国海洋公益大使
**ADEX CHINA MARINE PUBLIC
WELFARE AMBASSADOR**



中国著名男演员谭凯，出生于中国山东美丽的海滨城市青岛，1996年毕业于中央戏剧学院。谭凯从小对美术、艺术很有天赋，30岁时涉足影视圈，由著名设计师成功转型成一名演员，在各大电影、电视节目中屡次获奖。同时谭凯也是一名热衷于公益环保的明星，对他来说，做公益环保仅仅只是一种责任而已！因为生在海边的缘故，他对海洋存有深深的眷恋。今年，谭凯也将现身ADEX亚洲潜水展现场，为海洋公益环保助力！

A top male actor in China, Tan Kai was born in Qingdao, one of China's most picturesque cities. Tan graduated from The Central Academy of Drama in China in 1996. Gifted in art and the liberal arts since young, Tan moved into film and tv production at 30, morphing from a well-known designer to an award-winning actor in film and television festivals worldwide. He is passionate about giving back and protecting the environment – seeing it as his natural duty. As he grew up near the sea, Tan has an intense love for the ocean. This year, Tan Kai will be at ADEX China, doing his utmost to protect our oceans and our environment!

梅婷 Mei Ting

中国 CHINA

亚洲潜水展海洋爱心大使
**ADEX CHINA OCEAN
AMBASSADOR**

中国著名实力派影视演员，塑造的银幕角色风格尽显、过目难忘，精湛的演技让她获得行业内的无数认可，并且我们经常可以在公益活动上见到她的身影。梅婷表示“慈善不仅仅是物质上的体现，更是生活方式上的持续。海洋再无垠也有边界，塑料垃圾已经污染到海洋的各个角落，严重威胁着海洋生物以及鸟类的生命！现在，和我一起关注海洋、关注环保！为了无塑料的未来海洋，杜绝使用一次性塑料制品！”

One of the most well-respected character actors in China, Mei Ting has created many unique and memorable characters on the silver screen. Lauded by her peers and audiences worldwide for her impeccable acting skills, Mei Ting also dedicates her free time to doing her bit for charity. Mei Ting elaborated on her passion, "Charity is not just about making material contributions, it is a way of life. Even with its boundless borders, plastic pollution has contaminated every corner of the ocean around the world, seriously threatening the health of marine creatures and birds which depend on the ocean for food. Join me now as we care for the ocean and the environment to bring about a plastic-free ocean and say no to single-use plastics!"

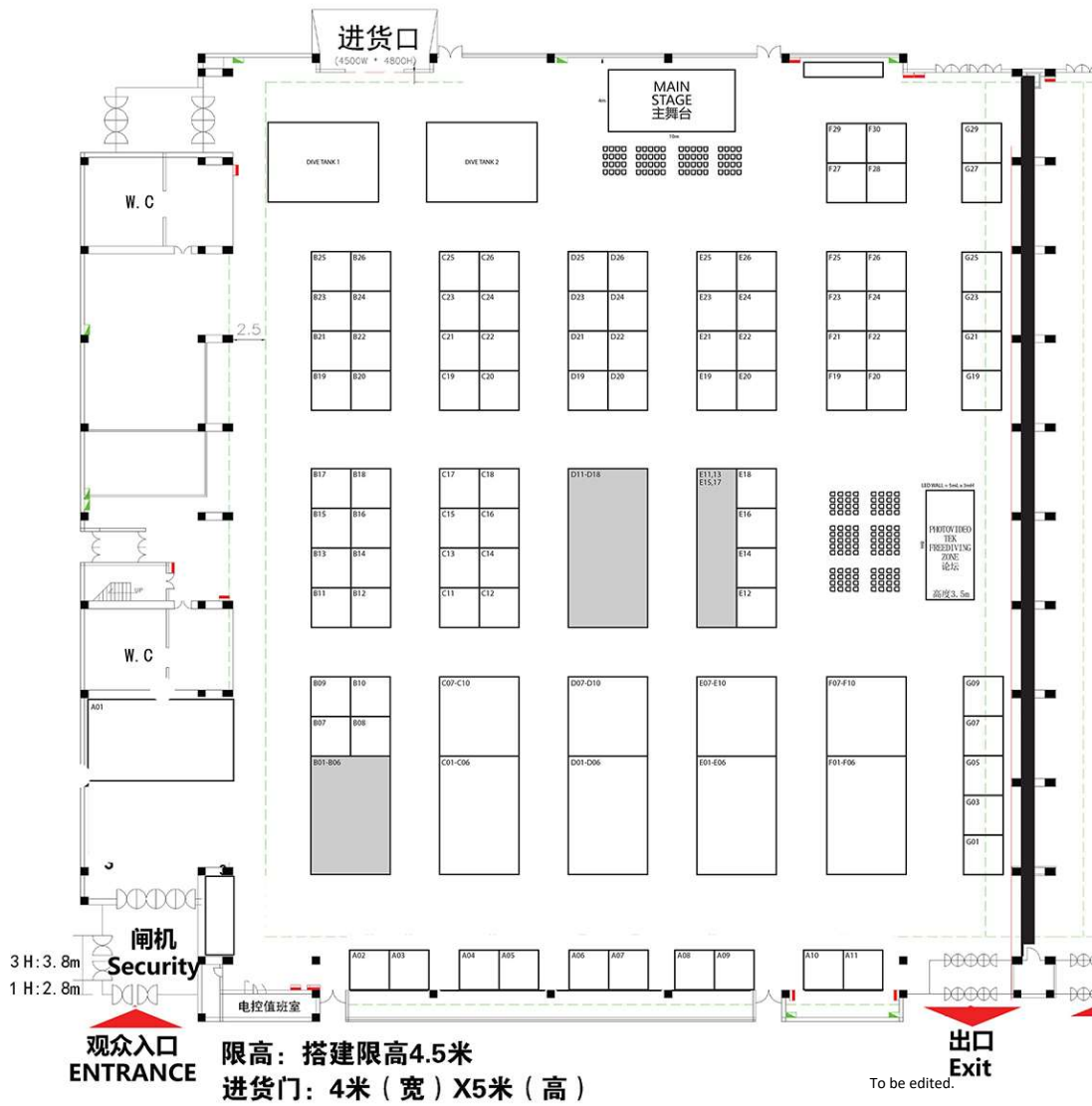
亚洲潜水展海洋公益大使

**ADEX CHINA MARINE PUBLIC
WELFARE AMBASSADOR**



9. ASIA DIVE EXPO (ADEX) 2020 BEIJING

To secure a booth now at ADEX Beijing in 2020, please contact hello@uw360.asia



CHINA INTERNATIONAL EXHIBITION CENTER IN BEIJING

FLOORPLAN FOR JULY 10-12, 2020

OCTOBER 4-6

BOMBAY EXHIBITION CENTRE
GOREGAON EAST, MUMBAI

2019

MUMBAI DIVE SHOW

**ADEX INDIA
OCEAN FESTIVAL**

महासागर महोत्सव

**BOOK/IMAGE/
ART & SCIENCE
TEK DIVING**

VOICE OF THE OCEAN 19

PHOTO EXHIBITION

BUSINESS FORUM

MERMAIDS

KIDS' ZONE

SCUBA TRYOUTS

AQUATIC ACTIVITIES

FREEDIVING

www.adex.asia



MARK STRICKLAND (USA), IBRAHIM NAEEM (Maldives), MOHAMED SEENEEN (Maldives),
SHAAHINA ALI (Maldives), ANEES ADENWALA (India), VISHWANATH RAJAN (India), ZOONA NASEEM
(Maldives), JACKSON PETER (India), MATT WENGER (Switzerland), ROB SCAMMELL (UK),
PAUL TANNER (UK) and many more...



ADEX INDIA OCEAN AMBASSADOR
PRAHLAD KAKAR

ADEX INDIA OCEAN AMBASSADOR
MITALI DUTT KAKAR

ADEX AMBASSADOR FOR TEK DIVE
GUINNESS WORLD RECORD HOLDER
DEEPEST SCUBA DIVE - 332.35M (1,090.4FT)
AHMED GABR

GUINNESS WORLD RECORD HOLDER
FASTEST 10KM SCUBA DIVE 5 HOURS & 24 MINUTES
FAISAL JAWAD HASSAN

ADEX INDIA (CELEBRITY) AMBASSADOR
PARINEETI CHOPRA

Organisers

underwater
360
International

highrise
Maldives & Sri Lanka

Events
Equipments
India

Photo by Mark Strickland

ADEX INDIA
MUMBAI DIVE SHOW
 महासागर महोत्सव

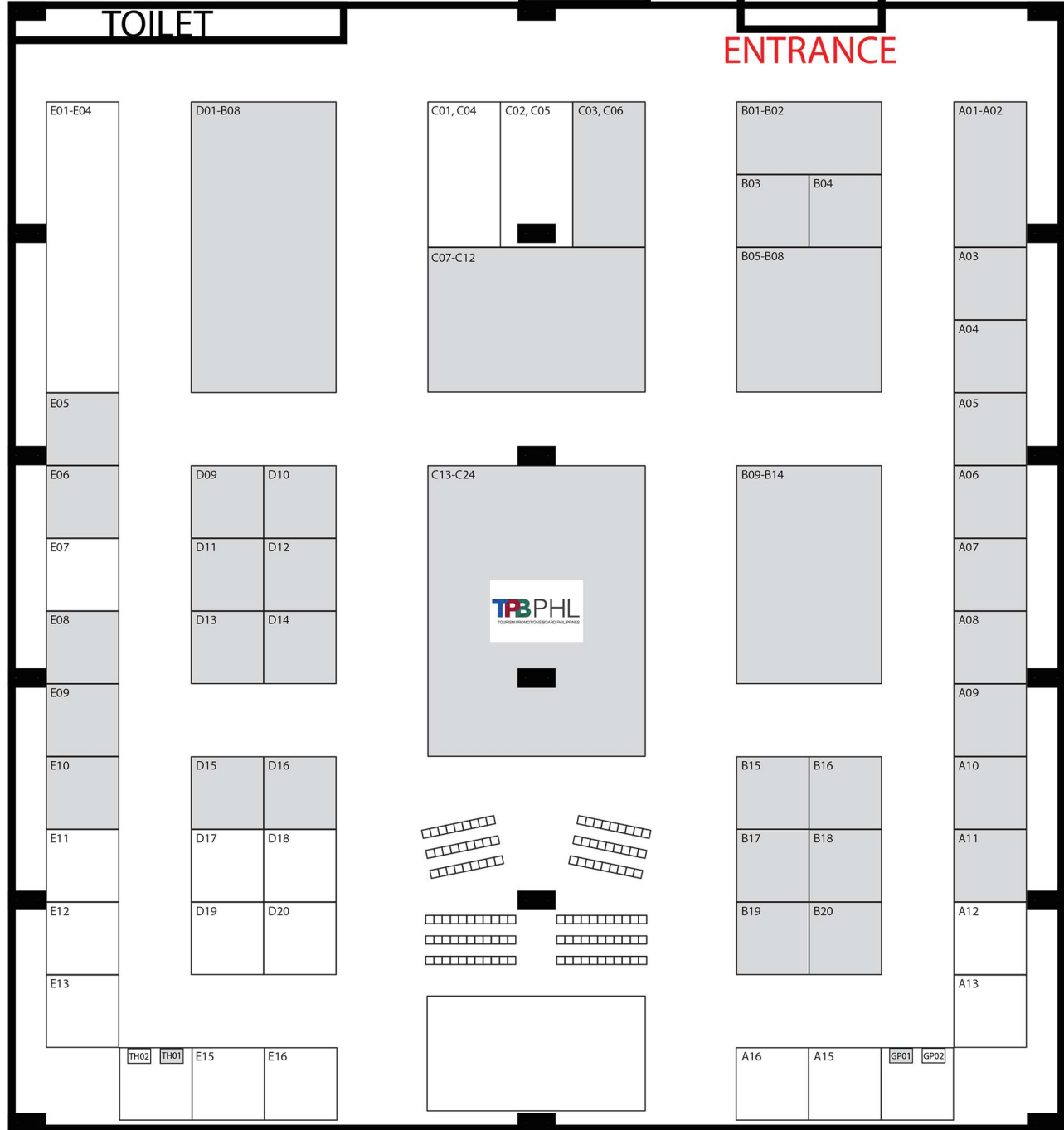
4 - 6 OCTOBER 2019



SWIMMING
POOL

LANDSCAPE

REGISTRATION



ADEX INDIA 2019
 Dedicated to Plastic-Free Ocean

| | | | |
|-------------|---|-------------|----------------|
| EVENT NAME: | ADEX INDIA 2019 | SCALE: | NA |
| EVENT DATE: | 4-6 OCTOBER 2019 (FRI TO SUN) | TOTAL SQM: | 1,942 sqm |
| VENUE: | Bombay Exhibition Centre (BEC) - HALL 2 | UPDATED ON: | August 2, 2019 |

THE OCEAN IS OUR BUSINESS



SINGAPORE OCEAN WEEK
ADEX OCEAN VISION 2020
DEDICATED TO A PLASTIC-FREE OCEAN
(2nd EDITION)

GLOBE SERIES/ADEX

OCEAN PARTNERSHIP SUMMIT ASIA

In conjunction with



APRIL 14-17, 2020
SUNTEC SINGAPORE

www.adex.asia



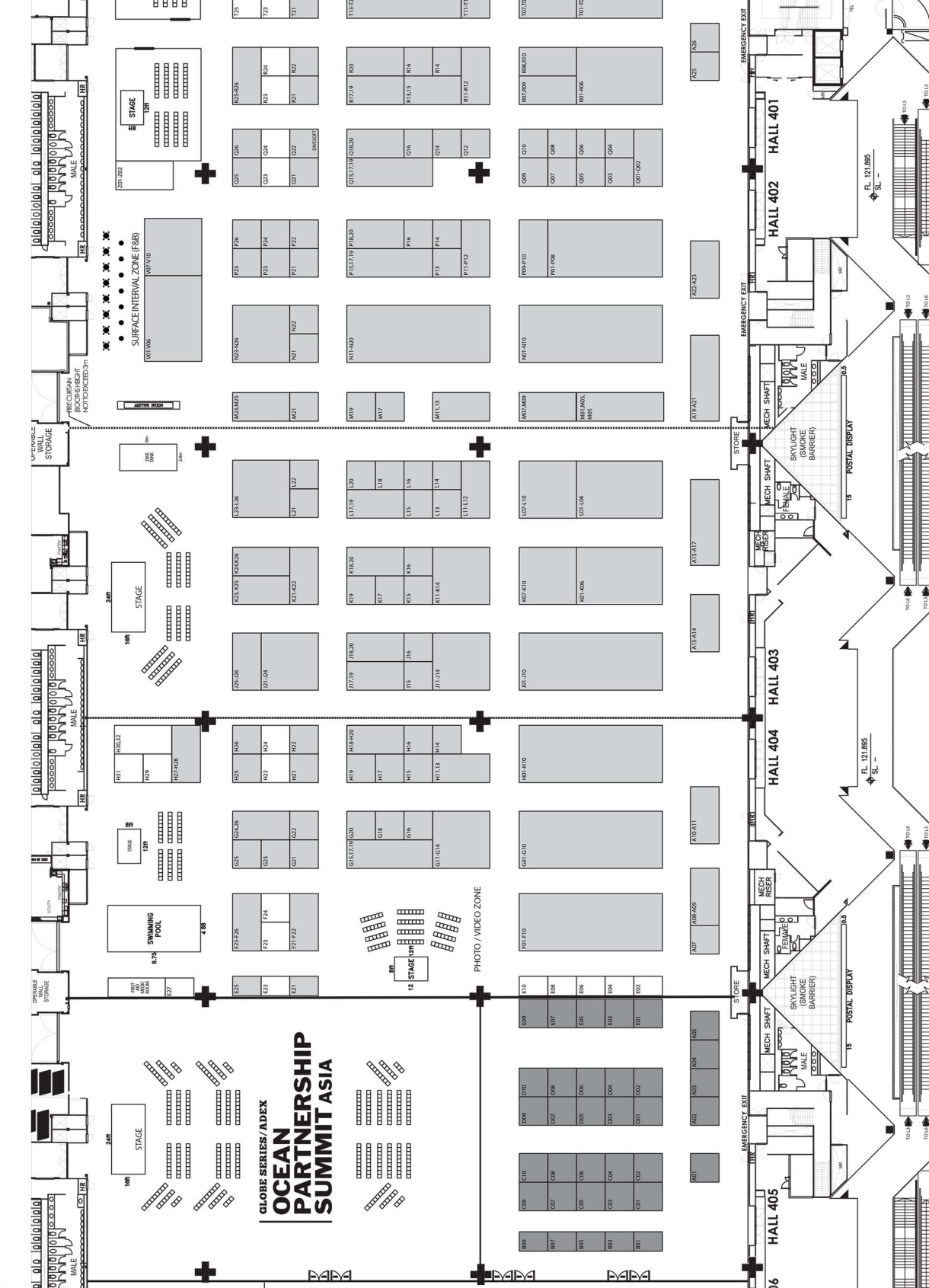
TOGETHER WE PLEDGE AGAINST SINGLE-USE PLASTIC



Photo: Shutterstock

MAKE AN IMPACT
underwater 360





| | | | |
|-------------|--|------------|-----|
| EVENT NAME | ADEX OCEAN VISION 2020 | SCALE | NA |
| EVENT DATE | APRIL 2020 | 3x2m Booth | 24 |
| VENUE | SINTEC CONVENTION & EXHIBITION CENTRE HALL 401-405 | 3x3m Booth | 320 |
| UPDATED ON: | | | |

ASIA DIVE EXPO 2020
Dedicated to Plastic-Free Ocean 2nd Edition