DRT SHOW MALAYSIA 2020 14-16 FEB | KLCC Convention Centre



THE LARGEST DIVE EXPO IN ASIA

POST REPORT



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DRT SHOW, THE LARGEST DIVING, RESORT AND TRAVEL EXPO IN ASIA PACIFIC



About us





The name "DRT" stands for Diving, Resort, and Travel. Jason Chong, the CEO of DRT SHOW, with hopes of speed development in the diving industry in Asia Pacific and increased awareness of marine conservation, started DRT SHOW in 2009.

In 2010, the first DRT SHOW was held successfully in Hong Kong and 90% of exhibitors are overseas, which proves that DRT SHOW is the most international dive exhibition in Asia Pacific. Since then, DRT SHOW has been taking place in several Asian cities including Hong Kong, Shanghai, Beijing, Guangzhou, Okinawa, Singapore, Manila, Taipei, Kuala Lumpur, and Mumbai. Now, DRT SHOW is the largest B2B2C platform and dive expo in Asia Pacific.







2019

A Renowned International Dive Expo in Asia

- Takes place in 12 countries / regions in Asia Pacific.
- Serves more than 1,500+ booths a year.
- Attracts 250,000+ dive and travel industry professionals and visitors.





We Care About Sustainability

Plastic FREE Project

About us

More than 8 million tons of plastic waste is dumped into the ocean every year. 50% of which is plastic products that have been used only once and most of them takes at least 100 years to be decomposed.

Therefore, since our inception, DRT SHOW has continued to advocate sustainable marine operations, implementing "Plastic Free Project" and inviting well-known and influential people in the diving industry to support the concept of plastic reduction and to protect the Ocean.



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DRT SHOW Malaysia gathered 120 companies and brands from all over the world, with an exhibition area of 2,500 square meters. The three-day exhibition attracted 18,375 visitors.





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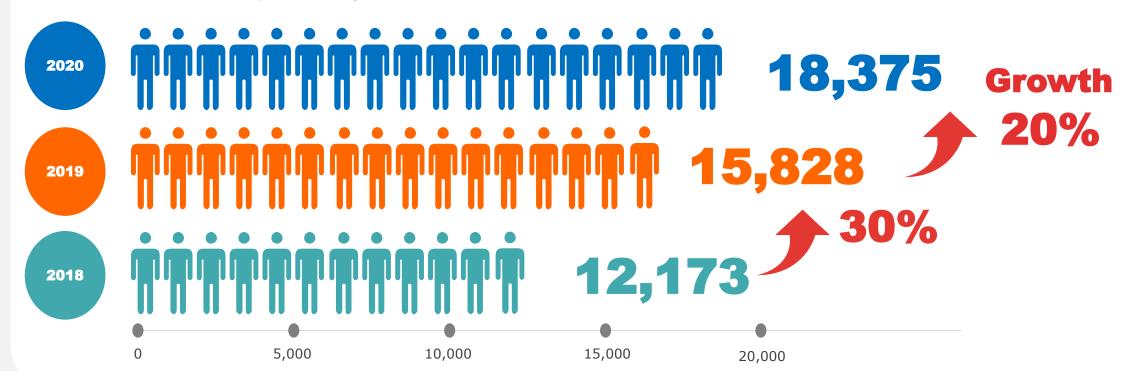
DRT SHOW

MALAYSIA 2020



The number of visitors peaked at 20% of growth in 2020. More than 30% of growth in the number of visitors is expected in 2021.

Number of visitors in the past three years:





DRT SHOW, the Largest Dive Expo in Asia, Ended Successfully at Its First Stop of 2020 in Kuala Lumpur, Malaysia

Diving and Resort Travel Expo (DRT SHOW), the largest dive expo in Asia, took place at Kuala Lumpur Convention Centre (KLCC), Malaysia from February 14th to 16th as its first stop in 2020.

Exhibitors include diverse diving equipment manufacturers and distributors, diving training agencies, dive centres, resorts and liveaboards from local and abroad. In this three-day event, DRT SHOW Malaysia welcomed 18,375 visitors – an increase of 20% over last year. In addition, over 90% of exhibitors indicated that they will participate again next year.





DRT SHOW Malaysia invited 12 speakers well-known for various diving fields including but not limited to scuba diving, technical diving, freediving, dive tourism, mermaid and marine conservation. Speakers delivered wonderful speeches and showed amazing photos and videos taken during diving to promote the beauty of underwater environment and diversity of marine lives; on the other hand, to raise awareness of environmental crisis, issues of conservation and marine ecosystems were highlighted during seminars.













To advocate the importance of environmental conservation, the organiser cooperated with several NGOs such as Fuze Ecoteer, Impact Revolution Enterprise, Ocean Quest Global, Reef Check Malaysia, Shark Saver Malaysia and Tropical Research & Conservation Centre (TRACC) to launch an activity called "Be an Ocean Saver Challenge."

Visitors were able to learn how to protect the ocean as well as marine lives through interesting interactive games. Nearly 500 visitors accomplished missions and won a gift prepared by the organiser. 3 lucky winners even won an extra bonus - free recycling experience course at The Rumah Hijau Tioman sponsored by FDIVER Diving Academy.

At DRT SHOW, plenty of activities such as Kids Zone, Mermaid Sabrina Photo Booth and Ocean Stars Underwater Photo Gallery where exhibited 100 amazing underwater photos were planned. The result of Ocean Stars Underwater Photo Gallery onsite voting was announced on the last event day. The Most Voted Photographer and prize COSMIQ+ dive computer sponsored by Deepblu Inc went to Farid Hamidon with his artwork "A Couple."

On the third day of this event, Mr. Yang Berhormat Tuan Muhammad Bakhtiar Bin Wan Chik, Deputy Minister of Tourism, Arts and Culture Malaysia visited DRT SHOW and together witnessed the launch ceremony of "The Malaysia's Best 100 Dive Sites Project" promoted by XTVT Malaysia Travel with VIPs.



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The very first DRT SHOW was held in Hong Kong in 2009. During the past decade, DRT SHOW expanded to several regions in Asia successfully including Shanghai, Beijing, Guangzhou, India, Taiwan, Philippines, Japan, Singapore and Malaysia. Till now, 38 DRT SHOWs have been successfully held and it serves more than 1,000 exhibitors from 50+ countries and more than 250,000 visitors from 65 countries annually. DRT SHOW is recognised as the most valuable and effective exhibition platform in the diving industry in Asia and a 'MUST-VISIT' event for all divers and ocean lovers as well.

Next year, DRT SHOW Malaysia will take place again at Kuala Lumpur Convention Centre (KLCC) from February 26th to 28th, offering you a valuable opportunity to enter the Southeast Asia market with a larger exhibition space, more exhibitors and visitors.



Professional Seminars

Professionals are invited to give splendid talks, share their experiences and interact with the audience face-to-face. Topics includes scuba diving, freediving, technical diving, underwater photography, mermaid, diving tourism, gear and marine conservation.



	1245-13.05	Mis. Ipak Did Mis. Ipak Did Topic: Creative Photography: How Fa Underwater Photography: How Fa Underwater Photography: Sominar Mr. A. B. Lee Topic: Unitary Four Time Eyes Biodab Diving & Underwater Photog Mr. William Sim Offens there a sum Topic: Why 10 vp Late at Night? Machine Conservation Seminar Mr. Nick Rhos Class Games Numeric Topic: SHARKS, to Knaw Dem, Is In Preediving Seminar Ma. Azua Shaffi Topic: Histor Shooting: My Experience Technical Diving Seminar
T SHOW 14-16 FEB 2020	1340-14/20	Mr. A.B. Lee
LAYSIA DROCRAMME	14:20-15:10	Mr. William Sim (Gave Dong Acath
	15.15-16.85	Mr. Nick Khoe Stars Games Mangel
Mermaid Seminar Ms. Mermaid Sabrina	16:05-16:45	Ms. Azua Shefii
Marine Conservation Seminar Mr. Jeethvendra Kirishnamoorthie	1650-17,28	Technical Diving Seminar Mr. Lee Kian Lie Topic: My Journey to Bernine & Dave
Topic: Understanding Sex Turiles of Sabah, One Photo at a Time	ie insh, 1545-1645 Mar. Azua Shafii Tapic-Vicau Shacting: My Espen 14450-1738 Mar. Azua Shafii Tapic-Vicau Shacting: My Espen Mr. Lee Kian Lie Tapic: My Journey to Betatrow a t Underwater Photography Semi Mr. Patrick One Mr. Patrick One Topic: I'm Not Here to Teach You Incred	
Marine Conservation Seminar Mr. Mohd Faisal Abdur Rahi (Trash Hero) Topic: Less Plastic World: Sustainable Consumption and Practica towards the Future	18.30-19-08	Locky Draw
po.com 🛛 📢 DRT SHOW Malaysia	www.ditt	expo.com 📑 DRT SHOW
	B PROGRAMME Mermaid Saminar Ms. Mermaid Sabrina Topic: Educating the Young Marine Conservation Seminar Mr. Jeethvendra Kirishnamoorthie (Tropical Research and Conservation Centre) Topic: Uniderstanding See Turitles of Sabah, Dire Potod at a Time Marine Conservation Seminar Mr. Mohd Faisal Abdur Rani (Trash Hera) Topic: Less Plastic World: Sustainable Consumption and Practice towards the Future	Statistical and Conservation Centrel Procendmet Marine Conservation Seminar M. Jostis Procent Statistical Centrel Topic: Education files Seminar Marine Conservation Seminar Marine Conserv

Resort

TIME

12:05-12:45



Malaysia



Diving Resort Travel EXED DRT SHOW MALAYSIA 2020

Ocean Stars Underwater Photo Gallery

The Ocean Stars Underwater Photo Gallery is the platform for outstanding UW Photographers to celebrate Malaysia's ocean diversity. Through this UW Photo Gallery, DRT SHOW would like to invite the visitors to admire underwater photography works in order to call the public's attention to marine environmental protection, explore the mysteries of the marine world, and enjoy the tranquility and beauty of the ocean. Nominated photographers will have their photography exhibited at DRT SHOW Malaysia. The winner who can win the grand prize will be chosen through a public vote by the visitors.







Ocean Culture Fair

At DRT SHOW Malaysia, you can find various products including professional diving gears and marine-related boutiques.



New Product Showcase

New product showcase exhibits the cutting-edge dive equipment and presents the latest technology and innovative diving products.



Be An Ocean Saver Challenge



To raise the awareness of environmental conservation, the organiser cooperates with several NGOs to launch an educational activity, "Be an Ocean Saver Challenge." Visitors can learn the importance of marine conservation through fun and interactive games and get a souvenir prepared by the organiser after completing each mission at NGOs' booths.





Kids Zone

Fun activities are prepared for young kids. At Kids Zone, kids can have fun through drawing and reading.



Lucky Draw

Various and Valuable prizes are waiting for you! Lucky winners will be drawn at DRT SHOW on Saturday and Sunday!



VIP Speakers

A.B. Lee, Alvin Chelliah, Azua Shafii, Eric Goh, Ipah Uid, Jeethvendra Kirishnamoorthie, Lee Kian Lie, Mermaid Sabrina, Mohd Faisal Abdur Rani, Nick Khoo, Patrick Ong, William Sim

Prize Sponsors

10Bar Underwater Housings, Aman Tioman Beach Resort, Deepblue, Dive in Apparel, DIWA, EZDIVE, FDiver Diving Academy, Nirwana Pte Ltd., Oceanic Quest Sdn Bhd, OctoDiver by Ocean Elements Perhentian Island, Problue International Corp., Quiver Dive Team Sdn Bhd, Scuba Dobedo Divers, Topis & Agogo Adventure, Tsun Kuang Hardware Mfg. Co., Ltd. (SAEKODIVE), Wellgreen Outdoor Co., Ltd.







Show Partners & Media Partners







Product Classification of Exhibitors

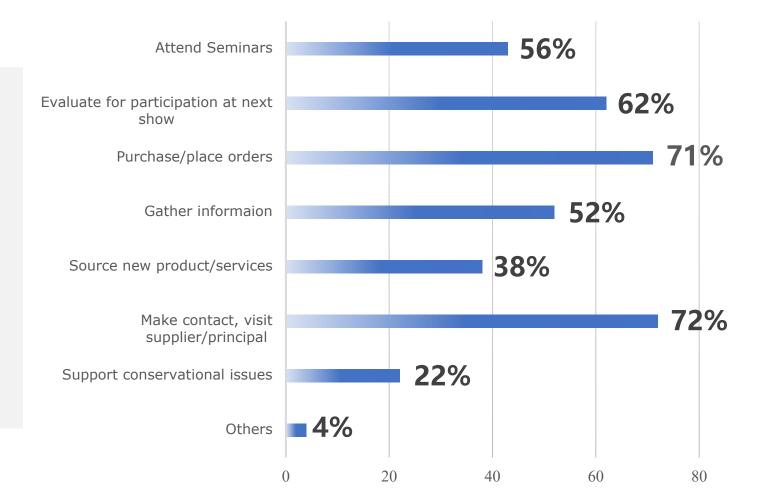


Diving Resort Travel EXIST DRT SHOW MALAYSIA 2020



Purpose of visit:





Purpose of visit	Percentage
Attend Seminars	56%
Evaluate for participation at next show	62%
Purchase/place orders	71%
Gather information	52%
Source new product/services	38%
Make contact, visit supplier/principal	72%
Support conservational issues	22%
Others	4%

* Percentage adds up to more than 100 percent because this is a multiplechoice question. 22



Official Promotion

DRT SHOW official accounts of WeChat, Weibo, Facebook, Instagram published over 130 pieces of event press and over 70,000 followers were touched.





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Media Support

DRT SHOW was widely publicized before, during, and after the event by mainstream media & social medias including EZDIVE, Turtle Conservation Society of Malaysia, JOURNEY吃喝玩乐看这里, Malaysia Asia, Malaysia Exhibition, NEWPAGES, O2 cinematics, Eat Pray Love翻转大马吃喝玩乐, UWPixel, ScubaShooters, Dive Indonesia, Dive New Zealand/Dive Pacific, doyouhike磨房, Hellodive 深潜, Dive the World 潜行天下, Hiking Lovers







Numbers of Visitors of DRT SHOW Malaysia in the past two years				Prospect of DRT SHOW Malaysia 2021		
Years		2019 2020			2021	
Numbers of V	/isitors	15,828	18,375		20% of growth	
Numbers of E	Booths	110	120		30% of growth	
Proportion of overse	eas visitor (%)	26%	22%	7	20% of growth	
No. of Visitors		No. of Booths		Porportion of Overseas Visitors		
	18,375		120		26	
15,828		110				22
2019	2020	2019	2020		2019	2020

THE LARGEST DIVING EXPO IN ASIA

DRT SHOW MALAYSIA 2021

26-28 FEB

KLCC CONVENTION CENTRE HALL 4 & 5

www.drtexpo.com

More events are coming soon...

- Underwater Photography Seminar
- Freediving Seminar
- Technical Diving Seminar
- Dive Destination Seminar

- Marine Biology Seminar
- Mermaid Seminar
- Dive Equipment Seminar
- Marine Conservation Seminar
- Work Shop
- New Products Showcase

THE REAL PROPERTY.

- Ocean Gallery
 - Ocean Culture Fair

- Photo Booth
- Kids Zone
- Ocean Plastic Free

Diving

Resort Travel

Lucky Draw

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Thank You & See You Next Year 2021 DRT SHOW MALAYSIA 26-28 Feb KLCC Convention Centre

For more information, please contact: malaysia@drtexpo.com

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Resort

Travel

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DIVE EXPO

IN ASIA