



Media Release

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AUSTRALIA INTERNATIONAL DIVE EXPO JOINS SYDNEY INTERNATIONAL BOAT SHOW

The well-known and respected Australia International Dive Expo (AIDE) will join in this year's Sydney International Boat Show.

This gives the diving sector the opportunity to be part of Australia's largest boating event, and is an added bonus to SIBS visitors.

Research from last year's show identified that 15% of visitors to our boat show have an interest in diving and snorkelling.

"We are excited to incorporate this new element into the show. The demand for a diving expo has been growing for years" says Domenic Genua from the BIA. "We look forward to growing the expo as a part of the Sydney International Boat Show".

The Malaysian based AsiaEvents Exsic Pty Ltd has been organising the Australia International Dive Expo since 2014. This comes off the back of their long-standing international success with the Malaysia Dive Expo, which has been going for 12 consecutive years.

AIDE has become an important and valuable platform for the Australian public to learn more about the marine world. The aim is to reach both existing divers and soon-to-be divers, to provide them with access to the latest information and developments.

Mirroring similar values to the Sydney International Boat Show, the Dive Expo will be both educational and entertaining. From dive try-outs, lessons, tours and holiday packages to dive equipment, photography and marine conservation practices, visitors will be able to immerse themselves in the marine world at the Show. Demonstrations and presentations by experts in the industry will also have visitors well engaged with their interests.

Dive Expo Director Ness Puvanes welcomed the partnership, which gives the Australia International Dive Expo the chance to reach a wider water-loving audience for the exhibitors.

The Sydney International Boat Show will take place from the 3rd to the 7th of August, with opening times 10am – 8 pm in the halls, with the adjoining marina display closing daily at 7

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pm. The Boat Show celebrates its 50th anniversary with its return fully to Darling Harbour, at the ICC-Sydney and the Cockle Bay Marina.

For further information about the show visit www.sydneyboatshow.com.au or <http://australiadiveexpo.com/new/>

Ends/...

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