



# MEDIA RELEASE

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FOR IMMEDIATE RELEASE

No. 36/2025

## TOURISM MALAYSIA PARTNERS WITH ADEX OCEAN FESTIVAL 2025 AS A DIVE DESTINATION PARTNER

**SINGAPORE, 4 April 2025** – Tourism Malaysia is proud to participate in the Asia Dive Expo (ADEX) Ocean Festival 2025 in Singapore as the Dive Destination Partner. Recognised as Asia's largest and longest-running dive consumer and trade show, ADEX serves as a premier platform to showcase Malaysia's world-class diving destinations.

Held at the Suntec Singapore Convention & Exhibition Centre in Singapore from 4 to 6 April 2025, ADEX Ocean Festival is expected to attract thousands of visitors from around the globe, showcasing a remarkable array of activities, including dive exhibitions, marine conservation workshops, and interactive displays. As a key player in regional tourism, Tourism Malaysia is dedicated to promoting Malaysia's rich underwater heritage and diverse marine ecosystems, particularly in renowned destinations such as Sipadan, Mabul, Tioman and the islands of Terengganu.

"Participating in ADEX Ocean Festival 2025 is an invaluable opportunity for Malaysia to highlight our stunning underwater tourism offerings and our commitment to marine conservation," said Datuk Manoharan Periasamy, Director General of Tourism Malaysia. "We invite attendees to explore our vibrant marine life, pristine coral reefs, and the incredible dive experiences that our country has to offer. Our presence at the festival also emphasises the importance of protecting our oceans while encouraging responsible tourism as we gear up for Visit Malaysia 2026."

The Visit Malaysia 2026 campaign aims to showcase the country's rich cultural heritage and stunning natural landscapes as well as its vibrant diving scene, which offers some of the best underwater experiences in the world. As the campaign unfolds, it promotes sustainable diving practices that protect these precious ecosystems.

At the festival, Tourism Malaysia hosts a dedicated booth featuring six dive operators showcasing their products. Tourism Malaysia is poised to captivate underwater enthusiasts with compelling reasons to explore the wonders of Malaysia.

With a 31-year history, ADEX serves as a vital platform for marine education and information sharing and enables exhibitors such as dive operators, equipment manufacturers and national tourism boards to cultivate business relationships and showcase their offerings to the diving community. Each year, ADEX dedicates its theme to a specific marine species or environmental trend, aiming to raise greater public awareness about ocean conservation.

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### **About Tourism Malaysia**

Malaysia Tourism Promotion Board, also known as Tourism Malaysia, is an agency under the Ministry of Tourism, Arts & Culture Malaysia. It focuses on the specific task of promoting Malaysia as a preferred tourism destination. Since its inception, it has emerged as a major player in the international tourism scene.

The next Visit Malaysia Year, set to take place in 2026, will commemorate the sustainability of the nation's tourism industry, which is also in line with the United Nations Sustainable Development Goals (UNSDG).

Furthermore, Tourism Malaysia actively endorses the Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT), working towards the realisation of the IMT-GT Visiting Year 2023-2025, with the shared aim of promoting the region as a unified tourism destination. For more information, visit Tourism Malaysia's social media accounts on [Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#), and [TikTok](#).

**For enquiries, please contact:**

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