

DIVE MIDDLE EAST EXHIBITION



Now in its 6th year, the immensely popular Dive Middle East (DMEX), held alongside the highly anticipated 20th Anniversary of the Dubai International Boat Show, will run from 13 - 17 March, 2012 at the Dubai International Marine Club, Mina Seyahi.

In conjunction with the Emirates Diving Association (EDA), DMEX is without a doubt recognised as the largest and most successful dive exhibition in the MENA region.

DMEX 2012 is set to be the biggest and the best sales event of the year, with the largest selection of promotions and products on display in the

event's history. DMEX offers a dedicated platform for participants to showcase and promote the very latest in diving equipment, services and techniques to a captive audience including traders, dealers and the ever increasing number of diving and leisure enthusiasts who visit this unique event year on year.

Maintaining its unique position as the only dive exhibition in the Middle East, the 6th edition of DMEX will occupy an enhanced dedicated area within the Dubai International Boat Show as a direct result of its unprecedented growth over the past years.

In Conjunction with



In Association with



13 - 17 March 2012

Dubai International Marine Club, Mina Seyahi

www.boatshowdubai.com

DMEX
DIVE MIDDLE EAST EXHIBITION

Key DMEX 2012 Highlights include:

- Live & interactive presentations from the industry professionals
- Explore the magical world of scuba diving and stay up-to-date with the latest diving techniques and skills
- Interactive demonstrations by qualified instructors in the DMEX Pool
- Network with the industry leaders in the diving community and gain the latest valuable industry knowledge
- Discover the latest and greatest in diving equipment

“DMEX has once again proven that the diving industry is growing rapidly in the region. The amount of visitors to the show was outstanding and the feedback we received after the show was amazing! DMEX is now the region's biggest diving platform from where you can meet all the diving industry.”

Ibrahim Al-Zu'bi, Executive Director, **Emirates Diving Association**

“Al Boom Diving participates in the Dive Middle East Exhibition within the Dubai International Boat Show each year. The exhibition is an ideal opportunity to offer great retail deals to our customers, meet up with the dive community and expose our business to new customers.”

Simon Tambling, Managing Partner, **Al Boom Diving**

“DMEX has proudly evolved into a dive show that can stand shoulder to shoulder with other regional shows around the world. For diving businesses and enthusiasts in the Middle East, DMEX coupled with the Dubai International Boat Show is the place to be.”

Phil O'shea, Padi Course Director and Manager,
The Pavilion Dive Centre

LIMITED STAND SPACE AVAILABLE!

Plan your investment today! To secure your prime location and to avoid disappointment, please contact: **Grant Robinson**, Sales Manager
Tel: + 971 4 3086451 | Email: grant.robinson@dwtc.com | www.boatshowdubai.com | www.emiratesdiving.com

Organised By



مركز دبي التجاري العالمي
DUBAI WORLD TRADE CENTRE

In Conjunction with



معرض دبي الدولي
للمراكب واليخوت
DUBAI INTERNATIONAL
BOAT SHOW

In Association with



EDA
Emirates Diving Association

Venue



MINA SEYAH
نادي دبي لليخوت واليخوتات الدولية
DUBAI INTERNATIONAL YACHT CLUB
DUBAI

Supporting Partner

OFFICINE
PANERAI

Official Magazine



عالم اليخوت
THE WORLD OF YACHTS AND BOATING IN THE MIDDLE EAST

Associated Event



معرض دبي الدولي لليخوتات
DUBAI INTERNATIONAL YACHT CLUB
30 November - 3 December 2011