



# THE **LARGEST** DIVING EXPO IN INDIA 2019 DRT SHOW INDIA

POST REPORT | 18-20 Oct, 2019  
World Trade Centre, Mumbai



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**5,505**

No. of Visitors

**103**

No. of Exhibitors

**96%**

Exhibitors are Satisfied



■ Exhibitor Statistics



Classification	Percentage (%)
Dive Equipment Manufacturer	26%
Water Sport Equipment Manufacturer	7%
Supplier	11%
Travel agency	10%
Exporters/ Retailer	9%
Dive Organisation & Institution	10%
Dive Club	7%
Live-aboard Operator	3%
Tourism Board	2%
Non-profit Organisation	3%
Hotel and Dive Resort	10%
Diving-related Magazine and Electronic Media	2%

**96%** Were satisfied with the visitors' quality

**82%** Intended to participate in DRT SHOW next year

**88%** Met potential buyers, distributors and agents

**78%** Successfully introduced new products into India market

■ Visitor Statistics



**Industry Experts**

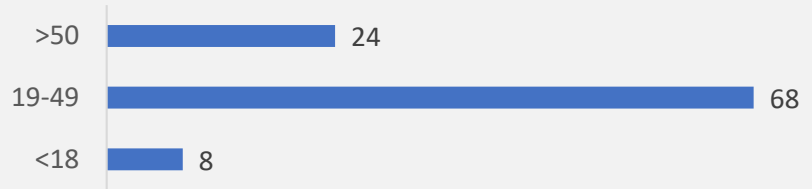


**Highly Educated**



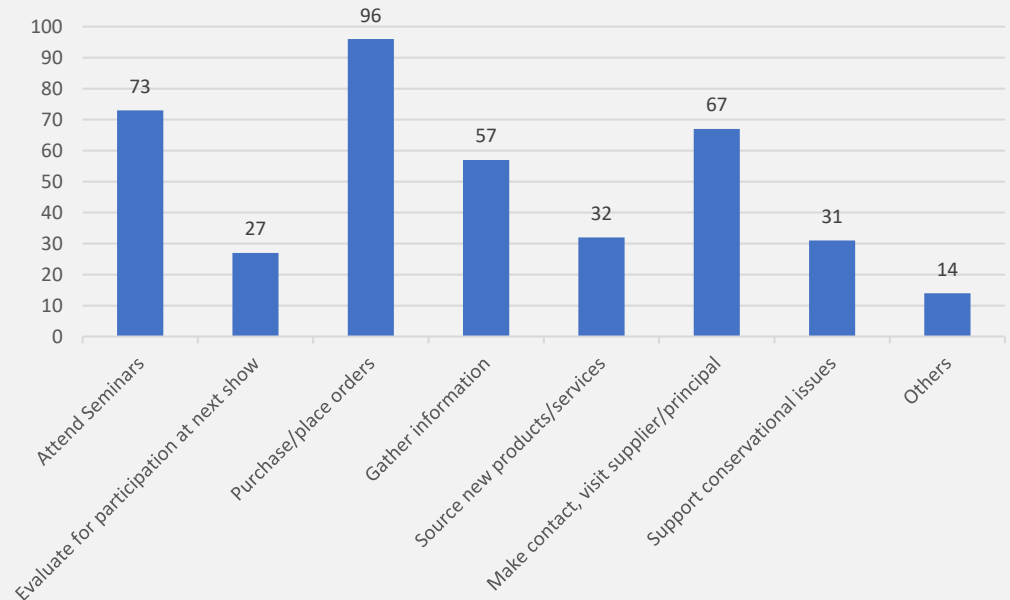
**Potential Buyers**

**Age of Visitors (%):**



Nation / Region	Percentage (%)
India	79%
Maldives	2%
China	3%
Japan	1%
Korea	1%
Southeast Asia	7%
Europe	2%
USA	2%
Others	3%

**Purpose of Visit (%):**



Reported by more than 20 media and reached over 350,000 potential customers.



■ Co-organiser & Show Partners:



■ Alliance Partners:





■ Local Media Partners:


■ Global Media Partners:




- **DIVE & WATERSPORT EQUIPMENT MANUFACTURER**
- **DIVE EQUIPMENT DISTRIBUTOR & DEALER**
- **TOURISM BOARD**
- **TRAVEL AGENCY**
- **AIRLINE**
- **RESORT & HOTEL**
- **DIVE CLUB / DIVE & WATERSPORT OPERATOR**

- **COMMERCIAL DIVING COMPANY**
- **DIVE ORGANIZATIONS & INSTITUTION**
- **TRAINING CERTIFICATION AGENCY**
- **LIVEBOARD DIVE OPERATOR**
- **UNDERWATER PHOTOGRAPHY AND VIDEOGRAPHY**
- **DIVING-RELATED MAGAZINE AND ELECTRONIC MEDIA**
- **MARINE CONSERVATION ORGANIZATION**



- **BLUE INDIA UNDERWATER PHOTO GALLERY**
- **COLOUR TO CARE**
- **PLASTIC FREE PROGRAMME**
- **UNDERWATER PHOTOGRAPHY SEMINAR**
- **SCUBA DIVING SEMINAR**
- **TECHNICAL DIVING SEMINAR**
- **FREEDIVING SEMINAR**

- **MY POCKET SEA ANIMALS**
- **MARINE CONSERVATION SEMINAR**
- **DIVE DESTINATION SEMINAR**
- **KIDS ZONE**
- **NEW PRODUCT SHOWCASE**
- **UNDERWATER VIDEOGRAPHY SEMINAR**

## Most Successful and Biggest Diving Expo in India Ever

DRT SHOW India was an outstanding three-day expo. It came to a festive conclusion at the Mumbai World Trade Centre (WTC, Mumbai) where almost 100 premium exhibitors met nearly 5,500 diving enthusiasts journeying from every corner of the world to unite for three-day diving appreciation on Sunday, 20th October 2019. 95% of visitors said they would return to DRT SHOW India in 2020 and spread the words with friends in the diving industry. This year, through DRT SHOW India, world's finest diving equipment manufacturers presented their cutting-edge premium products and technologies. DRT SHOW India continues to serve as the first-class platform for Asia's diving manufacturers and allows them to showcase products to the most valuable business partners.



## Sustainable Development of Marine Economy

DRT SHOW not only creates a professional B2B/B2C platform for the industry but also puts efforts toward a sustainable ocean economy. Many marine conservation organisations gathered in DRT SHOW India to advocate the importance of ocean protection. For example, Reefwatch Marine Conservation delivered the ideas to visitors about how we can protect our corals; Bombay Natural History Society displayed their achievement which had been done since 136 years ago; Green Soldier Scuba Network also took actions on saving our ocean. These organisations took the responsibilities of educating the public in many ways which is just correspond to the concept of CSR (Corporate Social Responsibility) of DRT SHOW.



## Popular Diving Seminars

Aside from the showcase of the latest diving equipment and travel information, diverse seminars were also the highlights of the expo. DRT SHOW was pleased to host honorable speakers including the underwater photographer and film maker, Mr. Sumer Verma; environmental speakers, Ms. Elsie Gabriel, Mr. Nirav Parikh, Ms. Nayantara Jain and Mr. Col Shashikant Dalvi; technical diver, Ms. Richa Malik; diving instructor, Mr. Anees Adenwala and Mr. Suhas; renown diving gear agent, Mr. Mangesh Deshmukh; representative of a well-known Indonesia liveaboards operator, Ms. Lyly; representative from Ministry of Tourism of Republic of Indonesia, Mr. Daniel Abimanju Carnadie; India's youngest female master scuba diver, Ms. Maya Pillai; and the winner of Miss Scuba International 2016, Ms. Varsha Rajkhowa.



## The 3rd edition of Blue India Underwater Imagery Competition

Blue India Underwater Imagery Competition was organised by Reefwatch Marine Conservation and associated with Canon this year. They had their winner announcement on the stage of DRT SHOW India on the first day of the event. VIPs from Canon (Kazutada Kobayashi, C Sukumaran, Devan Sarma, Dhiraj Bhagtani, Gaurav Markan, Jai Kumar Pillai, Reshma Rema, Simran Dhankani and Samiha) also joined the DRT SHOW India for the announcement. “People’s Choice” award was launched by DRT SHOW and Blue India and allowed visitors to vote for their favourite one! Mr. Abhishek Sukumaran became the most voted photographer and got the COSMIQ+ dive computer sponsored by Deepblu.



## Versova Beach and Mithi River Clean-up with Adv. Afroz Shah

DRT SHOW team joined the ground actions with Adv. Afroz Shah’s team on 12 and 13 October. Over 700 people of different ages and occupations coming from different places and countries together fully contributed themselves into this activity. DRT SHOW also joined "River Mithi Rejuvenation, Clean Up, Circular Economy, Community Development & No litter." Besides cleaning the riverside, DRT SHOW also took the responsibility of “education” and “advocacy”, delivering the concept of “reduce” and “reuse” of plastics while collecting plastic wastes from the local residents.

Marine conservation actions are never too late. If we want our ocean clean, we must do something from the fountainhead. That’s why DRT SHOW joined the river cleanup without doubt aside from the beach cleanup. We deeply appreciate what Mr. Afroz Shah has done for the world. We hope DRT SHOW will lead everyone toward a more environmentally friendly life.





## Plastic Free Programme

DRT SHOW is willing to provide a professional platform which allows not only exhibitors to present their products but attendees to acquire knowledge. DRT SHOW hopes to attract more people to pay attention to the challenges faced in the process of environmental conservation through our influence in the industry. The Plastic Free Programme launched by DRT SHOW won the attention and support of many people during the three-day exhibition, allowing visitors to practice the concept of Plastic Free through simple actions.



## DRT SHOW Opening Ceremony & Media Launch



## DRT SHOW Beach Cleanup & River Cleanup



## DRT SHOW Ambassadors & Speakers

Mr. Anees Adenwala, Mr. Sumer Verma, Ms. Varsha Rajkhowa.

Mr. Col Shashikant Dalvi, Mr. Daniel Abimanju Carnadie, Ms. Elsie Gabriel, Ms. Lyly, Mr. Mangesh Deshmukh, Ms. Maya Pillai, Ms. Nayantara Jain, Mr. Nirav Parikh, Ms. Richa Malik and Mr. Suhas.

**SPEAKERS**

**DRT SHOW INDIA  
AMBASSADOR**



**Anees Adenwala**  
INDIA  
CMAA & PADI's Star Instructor /  
Partner at Orca Dive Club &  
Underwater Film Society



**Sumer Verma**  
INDIA  
Underwater Photographer /  
Underwater Videographer



**Varsha Rajkhowa**  
INDIA  
Member of Blue Scuba International 2016 /  
Environmentalist / Scuba Diver /  
National Level Swimmer



**Col Shashikant Dalvi**  
INDIA  
Volunteers with the Hotel, Courses  
All Govt's Coastal Purity Project /  
National Campaign for Water Harvesting



**Daniel Abimanju Carnadie**  
INDONESIA  
Member of Marine Tourism Development  
and Acceleration Team,  
Ministry of Tourism of Papalia, of Indonesia



**Elsie Gabriel**  
INDIA  
Founder of the Young Environmentalists  
Programme (YEP) /  
Global Speaker on Climate Change



**Lyly**  
INDONESIA  
Head of Marketing from Sea Sutter Cruises



**Mangesh Deshmukh**  
INDIA  
Managing Director of  
Dive Adventures Pvt. Ltd. (DAA)



**Maya Pillai**  
INDIA  
India's Topmost IDC Level 2 Instructor /  
India's Topmost Female Master Scuba Diver



**Nayantara Jain**  
INDIA  
Executive Director of  
BharatKhabar Marine Conservation



**Nirav Parikh**  
INDIA  
PADI Master / Dive & Sea Scuba Diver



**Richa Malik**  
INDIA  
Diving Instructor /  
Technical Diver /  
Founder of The Happy Parties



**Suhas**  
INDIA  
PADI Open Water Diver /  
Member of Indian Divers Association



## Prize Sponsors

Red Sea Relax Diving Resort and Liveboards, Dive Adventures OPC Pvt Ltd., DIWA (Diving Instructor World Association), Marset Diving Equipment Co., Ltd., 10Bar Underwater Housings, Orca Dive Club, Deepblu, EZDIVE, Cressi, VDIVE, Nautilus, Crystal Scuba, Bluefish, Intotheblue.



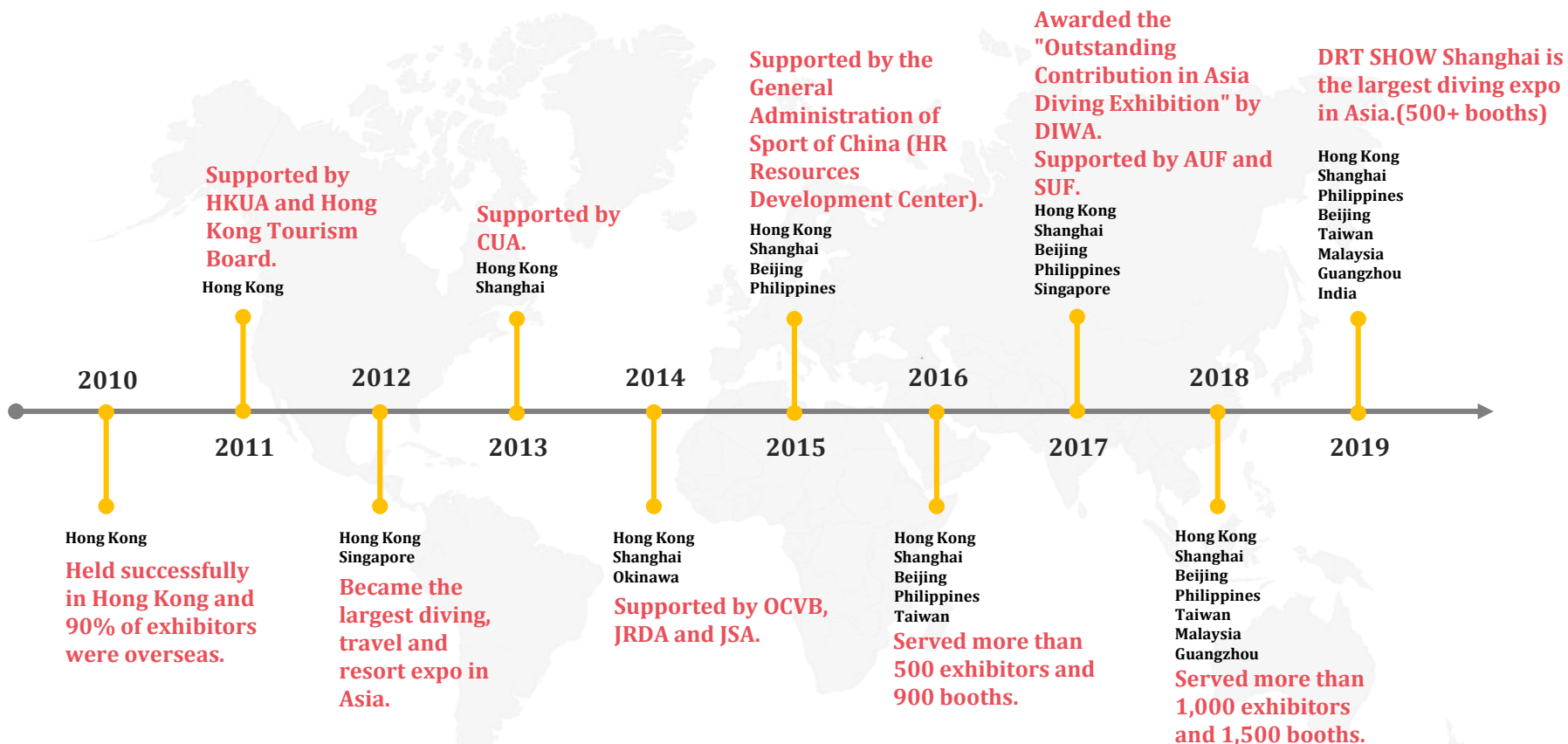
# The Largest Diving, Resort and Travel Expo in Asia

- **Effective**
- **Professional**
- **Passionate**
- **Honest**

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 were overseas which proved that DRT SHOW had become 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 truly the largest B2B2C platform and dive expo in Asia Pacific.



# Always the Lead Expo in the Diving Industry



\*Alliance Dive Expo:  
Thailand, Indonesia, Russia, Dubai

## Statistics about DRT SHOW

**93%**

**Market Share**

Since started, we have hosted over 35 expos and hundreds of activities, successfully gathering the most professional visitors in the industry and becoming the most visited and internationally renowned diving expo in Asia.

**95%**

**International Buyers**

With the goal to bring the most potential market to lead brands, we have held expos in 12 regions in Asia, attracting visitors from 65 countries which has the most coverage of overseas consumers in the Asian diving field.

**80%**

**Official Support**

Over the years, we persist in building the most effective, diverse, and innovative platform, serving over 1,500 exhibitors a year and getting most supports from leading brands, tourism boards, dive organisations, institutions, etc.

**88%**

**Exhibitors Intent to Participate Next Time**

With 35% annual growth rate each year, we've built up a strong network and become the best platform to create business and get exposure. Most of our partners successfully reached their target buyers and are willing to attend our show again.



The most visited diving expo, attracting **250,000+** visitors



Thank You & See You Next Year!

2020 09-11 October  
**DRT SHOW INDIA**  
World Trade Center, Mumbai

Book with confidence!



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