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OMC Asia Cup Open 2015 Drew to a Successful Close in the Malaysia annual International Beauty Expo (IBE)

OMC Asia Cup Open 2015 debuted in International Beauty Expo (IBE) 2015 at the Kuala Lumpur Convention Centre, last week from 16-19 May 2015. Organized in Malaysia for the very first time, the event is a collaborative effort between OMC Malaysia, Elite Expo Sdn Bhd, Tourism and Culture Ministry and Malaysia Major Events, a division of the Malaysia Convention and Exhibition Bureau (MyCeb).

Known as the Olympics of Beauty and Hair sectors, OMC Asia Cup Open 2015 including more than 20 categories such as: ladies and gents hairdressing sections, fashion and technical combination tests, bridal hairstyles and make up, stage make up, fantasy hair styles and free nails etc. This international event attracted contestants from 14 countries around the world , including: China, Canada, Taiwan, Hong Kong, United States, France, India, Ireland, Japan, South Korea, Sri Lanka, Mongolia, Russia and Malaysia.

As the host country, Malaysia has sent a team of elite as representative to take part in this international competition. Malaysia team has performed remarkable by winning two gold medals and one bronze medal. Malaysia two gold medalists are Zack Tey from Muar (Award: Senior Ladies- Bridal Hair); and Joyce Chan from Penang (Award: Senior Ladies – Fantasy Nail). Both of them said were much honored to have the opportunity to stand on this international stage to showcase their talents together with competitors all around the world. Zack and Joyce are glad to get paid of their hard efforts and really appreciate the recognition and encourage from the judges. Besides, they are also grateful to have supports from the organizer, so that the strength of Hair, Make Up and Nail industry of Malaysian are able to exposed and recognized internationally. In addition, the President of the OMC Malaysia, Billy Lim also claimed on his appreciation and joyfulness while witnessing the Malaysia hair, beauty and nail industry meeting international standards. He also encourage local players can redouble their efforts so that more people could see the strength of Malaysia.

President of OMC, Mr Fodera said he was totally grateful to work with Malaysia making the event successful. He expressed his appreciation towards the supports and assistance from each and every units and also hope in the future, there will be a chance, again, work with Malaysia to organize a bigger event. Mr Fodera emphasized once again on the beyond-international-standard

of professional performance and team work of the organizer, Elite Expo, therefore, he is looking forward to the next cooperation in the future.

CEO of Elite Expo, Mr Johnson Lim said he was grateful for the supports of local governments and every party that make this event success. IBE always uphold the vision which are educate and promote hairdressing, beauty, make up and nail industry, therefore, IBE will continue to undertake variety of large-scale competition and event, in order to provide international platform for local players to showcase their talents.

“4 days of International Beauty Expo (IBE) successfully attracted visitors, trade buyers, industry players and media from 30 countries. This is definitely a good business platform for those beauty owners, distributors, wholesalers, agents, dealers, professionals who would like to create international networks and business opportunities,” Johnson said.

IBE once again conquer and introduce the latest products, brands, apparatus & tools, machineries and etc to the industry that drenches in trends – Beauty, Hair, Cosmetics, Nail, and Spa! Together with industry players and professionals, IBE is looking forward to a bigger expansion of Malaysian beauty industry in next year!

For more information, please log in to www.ibe.my or call 603-58911157.