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THE RETURN OF MOST ACCLAIMED BUSINESS PLATFORM FOR BEAUTY . HAIR . COSMETICS . NAIL . SPA PROFESSIONALS

KUALA LUMPUR, MARCH: International Beauty Expo (IBE) will once again returns to conquer and to introduce the latest products, brands, apparatus & tools, machineries and etc to the industry that drenches in trends – Beauty, Hair, Cosmetics, Nail, and Spa!

International Beauty Expo (IBE)'s 8-years track record of excellence has made it a not-to-be-missed platform in the beauty trade events calendar. The 9th edition of IBE, will once again extend to 5 exhibition halls, perform as **The Premier B2B Beauty Annual Event** for unlimited business networks and opportunities.

With such gigantic hall space that congregates up to 400 exhibition booths at one point, IBE is allowing both exhibitors and global buyers to establish solid business networks while to keep abreast with most up-to-date industry insights. The acclaimed Hosted Buyer Program will also continue to provide free business matching service for trade buyers and exhibitors in order to conduct networking sessions and obtain new business opportunities. '**IBE Hosted Buyers Program**' is aiming to contribute towards setting Malaysia as one of the most significant trading hub in South East Asia. We are expecting to gather 28,000 high quality trade visitors from across Malaysia and the rest of the world to meet and conduct business activities with our global exhibitors,' says CEO of Elite Expo Sdn Bhd (The Organizer of IBE).

This year, IBE also integrate with world-class competition as world's largest tournament for Asia Hair, Makeup, and Nail professionals – **OMC Asia Cup Open 2015** will making its debuts in Malaysia. OMC Asia Cup Open is an ideal platform for Asian hairdressers, make-up and nail artists to showcase their talents, to develop new skills as well as to gain experience in order to be on par with international standards and trends.

Johnson says, "This is the largest event for hairdressers in the Asian region bringing together hairdressing professionals from all countries which belong to the OMC Asian region. We highly value our national contestants, thus, we will join force with MHA and gain support from Malaysia Major Events and MyCEB, to run a series of road shows, technical training and auditions in every corner of this country to excavate national talents or teams".

Rapidly expanded in few years time, IBE has become a successful exhibition that had scale itself to be in the list of largest beauty exhibitions in Malaysia. What more for its 9th edition, IBE is ready to provide an extensive platform for international exhibitors and buyers to

perform genuine business connectivity and deals.

As a return, the forthcoming IBE 2015 will once again place itself in the limelight with few economical-stimulating activities such as:

- (1) **Gigantic Country Pavilion** – 5 Main Exhibit Themes gather more than 400 international exhibitors and 28,000 international buyers.
- (2) **Business Matching Program** – Value-added service which serve as an efficiency sourcing platform for trade buyers to maximize and enhance business prospect.
- (3) **OMC Asia Cup Open 2015** – World's Largest Tournament for Asian Hair, Make-up, Nail Artists making its debut in Malaysia.
- (4) **International Hair Shows and Industry Professional Sessions** – Exclusive stage shows and educational workshops/seminars by international masters and industry gurus.

Together with industry players and professionals, we are looking forward to a bigger expansion of Malaysian beauty industry, and let's grow and shine bright in the eyes of the world!

International Beauty Expo is open from 16 – 19 MAY 2015, 11am – 7pm, at KL Convention Centre. For admission inquiries, kindly contact The Organizer at

T: (603) 5891 1157; F: (603) 5891 1147;

E: info@eliteexpo.com.my; W: www.elite.com.my

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