



For Immediate Release

**International Beauty Expo 2017 - Empire of Beauty Trading Platform
for Industry Players to Establish Quality Business Networks**

Kuala Lumpur, April 2017: International Beauty Expo (IBE), Southeast Asia's most influential B2B platform will be held on May 6th to 9th 2017 at Kuala Lumpur Convention Centre, conquering a total of 4 huge halls, getting a grip to establish a more quality and larger scale. IBE 2017 will once again return with five main thematic - Beauty, Cosmetics & Skin Care, Hair & Nail, Spa & Wellness, Weight Management, Health & Nutrition. International Beauty Expo (IBE)'s 10-years track record of excellence has successfully build up as a not-to-be-missed platform in the beauty trade events' calendar, aims to boost up the economy and business opportunities of exhibitors and trade buyers in the beauty industry, building up unlimited business network opportunities and expanding their business to potential market. This year, IBE has successfully gathered more than 400 exhibitors from around the world, including participating countries including South Korea, Taiwan, Indonesia, Australia, China, Indonesia and more!

IBE Hosted Buyers Program

IBE Hosted Buyers Program offers international trade buyers and trade buyers out of Klang Valley free 4-star hotel to ease trade buyers business trip to IBE. This program is built to provide a platform for exhibitors and buyers to establish solid business networks while to keep abreast with most up-to-date industry insights that drenches in trend, which is IBE Hosted Buyers Program. IBE 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, exploring to a potential new market.

The Largest Korea Pavilion

With the overwhelming response in year 2016 IBE Korea pavilion, IBE 2017 once again break the record by featuring the largest Korea Pavilion. IBE 2017 is the ultimate platform for beauty manufacturers, agents, distributors, wholesaler, retailers to source for the latest aesthetic , beauty and hair, cosmetic products, formulas and technologies. It is expected to create a strong wave continuously in global trend.

The First - Ever "Halal" Products in Indonesia Pavilion

In the recent years, the potential of Indonesia beauty products has been growing rapidly. The indigenous natural ingredients, traditional herbal treatments and "HALAL" products are the major highlights. Along with their professional knowledge to the Asian consumer behavior, Indonesia has a foot ahead compare to the others, impacting on the rise of demand in Indonesia beauty products.



The Beauty Leader Who First Bring Up Beauty Wave

Taiwan is well-known as the core of beauty because of the compatible beauty technologies and formulas. It has been widely recognize as the most reputable beauty empire around the globe. Along with its' beauty technology and formulas, Taiwan remains to one of the beauty leaders for years and its' beauty products are expected to rise is a fast pace globally. Meet the beauty experts to create your own brand and gain the latest insights on the beauty trend.

IBE 4 Main Challenging International Awards

This year, working hands-in-hand with Malaysia most influential make up and nail association - Malaysian Nail Technicians and Make Up Artists Association (MNTA), IBE will bring high-quality new inputs to IBE three major international breakthroughs - IBE International Hairdressing Awards, IBE International Make Up Artistry Awards and IBE International Nail Artistry Awards. This year, IBE 2017 will be grand launching new competition - Technicians Vocational Education and Training Awards (TVET).

Set to be the most challenging hair-designing competition among the experts, IBE International Hairdressing Awards is formed after OMC (Organisation Mondiale Coiffure, World Hairdresser's Organisation) Hair World Championship's standards. IBE International Hairdressing Awards 2017 will be the ultimate platform for all hair designers to demonstrate their diverse skills, and to achieve greatest honor and awards in their hairdressing career.

As for IBE International Make-up Artistry Awards 2017, IBE has made a difference in "Bridal Make Up" category by introducing a multicultural bridal make up category - Bridal Make-Up (Indian Culture) and Bridal Make-Up (Malay Culture), providing artists a golden platform to showcase their creativity and skills in pushing the boundaries of the culture, but still remaining the essence of traditional elements. This initiatives are expected to introduce the culture in Malaysia to international visitors, yet vows to leave an impact in the beauty industry.

In addition, in the ever-changing development of the professional nail art industry, IBE International Nail Artistry Awards will be introducing more than 20 categories, including: 3D nail art, airbrush nail art, acrylic nail extension and more. This awards aims to provide a ground for the participants to showcase their exquisite skill and bold play of the creative aspects, to create their exclusive nail art, adding glitters to IBE 2017.

IBE 2017 had initiated with a brand new awards category - Technical Vocational Education and Training (TVET) Awards, designed specifically for secondary students below 16 to be able to experience international awards ground, assisting them in gaining insights on skills and techniques. TVET will be introducing categories such as: Bridal Hair Do, Flat Nail Art, 3D Nail art, Personal Day Make- Up and more. In order to successfully cultivate the younger generation, Technical and Vocational Education Division (Ministry of Education Malaysia) has been showing their kind support



to TVET Awards, aims to provide the talented younger generation an opportunity to gain experience for their future.

“IBE 2017 expected a turn up of at least 600 entries for the four main challenging awards and we believe that it will be a record breaking phenomena, surpassing the previous years” says Mr. Johnson Lim, the CEO of Elite Expo Sdn Bhd.

IBE 2017 Eye - Attracting Stage Highlights

One of the stage highlights that are not-to-be-missed is “The Myth” opening ceremony that falls on the 6 May 2017, 11am at Stage area, Hall 1. IBE 2017 will be working together with Malaysian Nail Technicians and Make Up Artists Association(MNTA) and well - known hair artist, Eric Koh to stimulate your visual senses, creating a mysterious yet extravagant stage show that you will submerge in the dimension of beauty!

Continuous with the hype after “The Myth” opening ceremony, there will be a “Malaysian Heritage” make up show at 3pm. Experience the unique cultural make up show presented by Malaysian Bumiputera Make Up Artist Association(MBMUAA) with their sophisticated creativity that push the boundaries of the usual!

As for industry professional sessions such as technical workshops and educational seminars by international masters and industry experts will be held in IBE 2017 during the 4 days of exhibition. We send our warm welcome to all industry players to attend the sessions, sharing insight on the latest beauty trend.

Supported by a majority of existing international exhibitors, IBE retains its aptitude in creating a perfect platform for unlimited business and brands development. Having a team of Professional Exhibition Organizer (PEO), IBE is confident in sustaining the momentum to be at the top of MICE (meeting, incentives, conventions & exhibitions) industry. In order to target more local and overseas buyers to source for the latest professional products, services, brands, trends, machines, tools & equipment at IBE, Organizer grabs in hands all opportunities to implement strategic planning that leads to worldwide promotions.

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For further inquiries kindly contact the Organizer at:

Ms Tracy Wong
Elite Expo Sdn Bhd
PR & Communications Executive
M: 6018 380 6584
T: (603) 5891 1157 (ext. 118)
E: tracywong@elite.com.my
W: www.ibe.my