



For Immediate Release

International Beauty Expo 2018 - Empire of Beauty Trading Platform for Industry Players to Establish Quality Business Networks

Kuala Lumpur, February 2018: International Beauty Expo (IBE), an unsurpassed captivating beauty exhibition that act as a vital role in creating mass opportunities and trading platform for exhibitors and quality buyers to foster solid networks will be making its' debut from 5 – 9 May 2018, Kuala Lumpur Convention Centre. Located at the most strategic location in the heart of Kuala Lumpur, IBE has the cutting edge in attracting thousands of exhibitors and buyers globally every year into this highly concentrated for new sales lead platform that is acclaimed as the most essential sourcing, branding and trading hub for Beauty, Hair, Cosmetics, Nail and Spa industry in Southeast Asia Region. The Organizer, Elite Expo Sdn Bhd will once again be gathering more than 10 countries of exhibitors in International Beauty Expo 2018, providing an one stop solutions platform for all industry players such as, Korea, Taiwan, India, Hong Kong, Japan, Singapore, Thailand and more!

This year without fail, IBE 2018 has received continuous and immense supports from various Malaysia Governmental Authorities such as Malaysia Tourism Promotion Board, Malaysia Convention & Exhibition Bureau (MyCEB) and Department of Skills Development (JPK). In the same time, IBE 2018 is endorsed by Malaysia External Trade Development Corporation (MATRADE). Elite Expo appreciates the consistent support shown by these Governmental parties that has led to the success of this exhibition.

Adding glitz to this trade exhibition, a series of programs such as exclusive hair and makeup runway show, educational seminars, technical workshops, international competition and hosed buyers program will be held during the four days of exhibition. IBE 2018 will be introducing new programs this year to elevate the exhibition ahead of others while establishing a one stop solution beauty trading platform for industry players to source for their ideal products, services, tools and machinery.

IBE Grandeur Opening Ceremony and Runway Show

Every year, IBE strive to present a mesmerizing opening ceremony and stage shows that features masters and artists masterpieces. This year, aim to present an eye – widening opening ceremony and stage shows, IBE will in cooperate makeup, hair and lifestyle element in the same platform, bringing glitters and colors to the opening ceremony. As the most significant stage program to commence IBE 2018, we have invited Mr. Alberto Olmedo, well – known Spain hair artists to present a magnificent hair show that is never happen before in Malaysia.

One Destination, World's Country Products

Aim to establish as one of the strongest and most acclaimed beauty trading platform, IBE 2018 has once again strengthen its' country pavilion, by expanding it even larger. From the overwhelming positive responses for country pavilion in year 2017, IBE 2018 will be having the largest Korea Pavilion, Taiwan Pavilion and Indonesia country pavilion. With the formation of these country pavilion, it has create a platform for manufacturers, retailers, distributors and others to source for the latest products, tools and machinery from this beauty leader countries. Not only that, IBE 2018 will also have exhibitors from Singapore, Japan, Hong Kong, Jordan, United Kingdom, Switzerland, Thailand, Palestine and other that will be showcasing their latest products, skills and technology in their respective country.

IBE Annual Make Up and Nail Awards Exploring New Categories.

Working abreast with Malaysia most influential make up and nail association – Malaysian Nail Technicians and Make Up Artists Association (MNTA), IBE 2018 aims to build a platform not only for



talents around the world to compete for skills and creativity, it is also to build a ground for talents to have opportunity to get more exposure to the industry, exposing their skills under the lime light for a better prospect and future. Moreover, IBE 2018 initiated the first – ever digitalize competition category, and team of three competition category. The digitalize competition – Facebook Live was initiated for talents from other country to get the opportunity to compete in IBE Awards 2018 while in the same time, trains their confident to be the center of the attention during the live session. As for the team of three, it aims to cultivate the importance of teamwork, while learning different skills and techniques from other team members.

Other than that, due to overwhelming response from IBE 2017 Technicians Vocational Education and Training (TVET) Awards, IBE 2018 will continue to hold this competition, aiming to provide the younger generation a platform to gain experience through international competition, and to express their creativity for the advancement of skills and techniques. 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, giving perpetual support to IBE 2018 to cultivate the passion of the younger generation.

“IBE 2018 expected a turn up of at least 600 entries for the three main challenging awards and we believe that it will be a record-breaking phenomenon, surpassing the previous years” says Mr. Johnson Lim, the CEO of Elite Expo Sdn Bhd.

IBE Technical demonstration and informative workshops

As for industry professional sessions, IBE will be organizing a “Global Beauty Forum” inviting masters and artists from across 10 countries to share their insights on the latest skills and trends from their respective country. Other than that, Astro will be sharing their knowledge and strategy to advertise through media in a seminar “Effective Marketing Workshop with Astro”, giving insights on how to effectively invest in media advertising, reaching the suitable target audience.

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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