



五月

17 - 20 MAY 2014

Kuala Lumpur Convention Centre, MALAYSIA



Most Acclaimed Business Platform For Beauty . Hair . Cosmetics . Nail . Spa Professionals

FOR IMMEDIATE RELEASE

EXPERIENCE WORLD CLASS AWARDS IN THE MOST DIVERSE PLATFORM

AT INTERNATIONAL BEAUTY EXPO (IBE) 2014

KUALA LUMPUR, Feb 2014: On MAY 17-20, 2014 Malaysia will once again be the centre of gravity for beauty industry with the return of 8th International Beauty Expo (IBE)! Riding on the success of previous seven years, IBE is now the most acclaimed beauty, hair, cosmetic, spa, and weight management sourcing platform for the industry professionals.

With the establishment of strong partnerships with Malaysian Hairdressing Association (MHA) and Malaysia Nail Technicians Skill Development Association (MNTA), who are the most established and influential associations in its respective industry, we are all set to bring to you the three groundbreaking world-class awards in IBE 2014 – **International Hairdressing Awards (IHA)**, **IBE Make-Up Artistry Awards**, and **IBE Nail Artistry Championship**.

Set to be the most challenging hair-designing competition among the experts, **International Hairdressing Awards (IHA) 2014** is formed after OMC (Organisation Mondiale Coiffure, World Hairdresser's Organisation) HairWorld Championship's standards. IHA 2014 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. Its sophisticate and unusual concept of the creations had remain the biggest attractions of this competition, where it can only be found in IBE 2014.

The Organizer and supporting association – MHA had confirmed to fully sponsor the Grand Champion of the Senior Category to represent Malaysia to compete in OMC Asia Cup Open 2015 (The Asia's Largest Tournament for Hairdressers which will be held in Malaysia).

Besides the awards for the hairdressers, **IBE Make-up Artistry Awards 2014** has also all set to be the most exciting extravaganza in Malaysia's cosmetic industry by setting the stage for make-up artists to perform their skills and creativity.

This year, the artists will compete in Bridal Category (Theme: Enchanting Forest) and Fantasy Open Category (Theme: Floral Accent). The Organizer and supporting association – MNTA wish to push the boundary to another higher level by bringing in two unconventional categories which are Body Painting (Theme: Free Style) and Special Effect Make-Up (Theme: Movie-Inspired). The gather of these two new categories vow to impress the industry with creative masterpieces by the professional artists.

Adding to our fantastic line up of awards, **IBE Nail Artistry Championship 2014** will become the next most reputable nail art competition. In order to represent the diversity of the nail art industry, there will be 15 categories for the participants to breakthrough and to discover the skills and creative aspects. Another highlight of this awards will be put on the Largest Creative Display of "Robotic Hand" in the exhibition hall. Catch the gigantic view of the display where you can see nowhere.



“We have expected a turn up of at least 70 entries for International Hairdressing Awards, 80 entries for IBE Make-Up Artistry Awards, and 400 entries for IBE Nail Artistry Championship, which would definitely surpass all previous records”, says Mr. Johnson Lim, the CEO of Elite Expo Sdn Bhd.

We are now calling all hairdressers, make-up artists and nail artists to participate in these world-class awards! Join now to obtain your biggest fame on an international stage before the closing date – 19th April 2014. To obtain participation form, logon to www.ibe.my, call us at (603) 5891 1157 or email us at info@eliteexpo.com.my.

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Awards at a glance:

	International Hairdressing Awards (IHA) 2014	IBE Make-Up Artistry Awards 2014	IBE Nail Artistry Championship 2014
Date	19 May 2014, Monday & 20 May 2014, Tuesday	20 May 2014, Tuesday	19 May 2014, Monday
Time	10.00am – 6.00pm	10.00am – 6.00pm	10.00am – 6.00pm
Venue	Hall 1, KL Convention Centre	Hall 1, KL Convention Centre	Hall 1, KL Convention Centre
Registration	Open to Malaysian only	Open to all nationality	Open to all nationality



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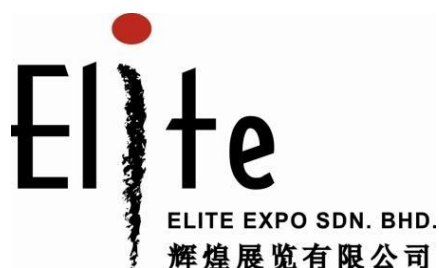
Notes to the Editors:

International Beauty Expo (IBE) is organized by Elite Expo Sdn Bhd

About Elite Expo Sdn Bhd

Elite Expo is a leading professional exhibition organizer in Malaysia, offering solutions and services in conceptualizing, organizing, managing and executing world class exhibition as platform for trade businesses, and to focus in fulfilling the needs of industry professionals. With long term experience in PEO (Professional Exhibition Organizer) field, we have successfully developed, planned and executed full-scale event solutions for trade exhibitions of diverse range of industry.

Visuals for publication purposes:



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