



## **World Class Hairdressing Championship-OMC Asia Cup Open 2015 making its debut in International Beauty Expo (IBE) in Malaysia!**

A world recognition hairdressing competition - 2015 OMC Asia Cup Open in Malaysia will take place concurrently with International Beauty Expo (IBE) – The Most Acclaimed Business Platform for Beauty, Hair, Cosmetics, Nails and Spa Professionals at Kuala Lumpur Convention Centre from 16 to 19 May.

OMC aims to provide a platform for Asia region individuals who are passionate in hair, make-up, and nail industry to perform their artistic skills and creativities under the recognition of all experts. This platform is not only a stepping stone for contestants to achieve their biggest fame, but as well for the industry players to hand-in-hand to further elevate the standards of this industry to a higher level. OMC Asia Cup Open 2015 will also be 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.

The successful bid to host 2015 OMC Asia Cup Open Malaysia was a collaborative effort between the governmental and private sectors: Malaysian Hairdressing Association (MHA), Elite Expo Sdn Bhd, Ministry of Tourism and Culture Malaysia and Malaysia Major Events, MyCEB.

President of Malaysian Hairdressing Association (MHA) Billy emphasized, “The figure definitely will shock many, but the source of the RM10 billion turnover in fact comes from cutting and styling services (such as wash, colour and rebonding), equipment sales (such as hair dryer, iron and steamer), product sales (such as styling products and shampoo), event services (such as hair show competition and seminar), photo shoot services (such as modelling), education services (such as training programmes and fees) as well as other activities that include setting up the salon (such as renovation, interior and decoration)”.

Malaysia will proudly host the 2015 OMC Asia Cup Open 2015 due to both economic and social benefits to the nation. Malaysia Major Events focuses on the specific task of promoting Malaysia at all levels. Since its inception, Malaysia Major Events has been providing valuable support to approved international events staged in Malaysia. OMC Asia Cup Open is targeting to receive more than 5,000 international competitors and tourist arrival, thus, driving a significant impact to the local economy benefits.

2015 OMC Asia Cup Open in Malaysia will consist of more than 20 test categories. Apart from the categories for ladies and gents hairdressing sections, fashion and technical combination tests, bridal hairstyles and make up, stage make up, fantasy hair styles and nails will be put into one of the test categories as well. OMC Asia Cup Open 2015 is not only a competition arena, but also a perfect platform enabling delegates from around the world to witness the born of 2015's top stylists and artists, and also to source for the latest products, brands, technologies, equipments and machinery of hair, beauty, cosmetics and nail industry.



Elite Expo Sdn. Bhd. (619373-P)

Subsidiary of Elite Entertainment Sdn. Bhd.

Followed with the overwhelming responses from our Korea Pavilion in 2014, this year, IBE 2015 is going to maintain the record breaking figure by having the Largest Korea Pavilion consisting of Korean manufacturers, exporters, wholesalers, suppliers, and distributors from beauty, hair, cosmetics, nail and spa industries. As Korea remains the global standards for beauty products and services by having skyrocketed performance, the demand indeed is still increasing and is predicted to continuously to make an explosive growth, placing them at the centre of the Korean wave.

In addition, in these recent years, Indonesia sees the beauty industry as one of their main focus in international trade. According to Indonesian Ministry of Chemical Industry Branch Secretary, demand for Indonesian beauty and cosmetics products in other Asian countries are rapidly growing in the global market. In promoting their products abroad, major brands highlight their use of indigenous natural ingredients and their roots in traditional herbal treatment and make a selling point of their claimed expertise on 'eastern skin'. Indonesian Ministry of Chemical Industry Branch Secretary also stated that the manufacture sales of the Indonesian herbal products in the international market is very high and the sales of herbal products is the world's second largest sales, while the largest sales is in Brazil.

IBE 2015 will gather more than 50 Korean and Indonesian exhibitors. Visit IBE 2015 Korea Pavilion and Indonesia Pavilion to source for new products, services, brands, trends, tools and equipment, machineries and more!

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