

FOR IMMEDIATE RELEASE

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

KUALA LUMPUR, MAY: 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 6-years track record of excellence has made it a not-to-be-missed platform in the beauty trade events calendar. The 7th edition of IBE, with an exhibition hall featuring 77,590 square feet, will again 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.

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 7th 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 2013 will once again place itself in the limelight with few economical-stimulating activities such as:

- (1) **Congregation of 15 International & Group Pavilions** – Korea, Taiwan, Hong Kong, China, Singapore, Japan, New Zealand and etc;
- (2) **Congregation of World Class Awards** – International Hairdressing Awards (IHA) 2013 and IBE Make-up Artistry Awards 2013,
- (3) **Five Main Beauty Thematic** – Beauty, Cosmetics & Skincare, Hair & Nail; Health & Nutrition; Spa & Wellness, and Weight Management
- (4) **Over 100,000** latest brands, products, services, equipment, tools, and machineries lining up
- (5) **Vibrant stage programs and seminars** from starlist experts and gurus to introduce most up-to-date industry insights.
- (6) **Business Matching Services** – Most effective trade and business activities

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 18 – 21 MAY 2013, 11am – 7pm, at KL Convention Centre. For admission enquiries, 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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