

The Grand Opening of International Beauty Expo (IBE) 2015

Kuala Lumpur, Malaysia's most exclusive beauty fair – International Beauty Expo (IBE 2015) the Most acclaimed business platform for beauty, hair, cosmetics, nail and spa professionals is once again set on 16-19 May 2015, 10am-7pm at Kuala Lumpur Convention Centre (hall1-5). This year, a WORLD recognition hairdressing competition – 2015 OMC Asia Cup Open in Malaysia will take place concurrently with IBE 2015!

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

Adding glitz to this mesmerizing event, a Grand Opening Ceremony of IBE & 2015 OMC Asia Cup Open Malaysia was held on 16 May 2015, 11am to commemorate IBE & 2015 OMC Asia Cup Open Malaysia. **Yang Amat Berbahagia Datin Seri Utama Tok Puan Dato' Seri Hajah Noor Suzanna Abdullah SSDK. SSAP. DSDK.** had been invited as the Guest of Honor to officiate the ceremony, together with the presence of over 400 invited International guests including OMC delegates, government body representative, royalties, ambassadors, ministers, Tengku-Tengku, Dato-dato, Datin-datin, expats, media and others.

Alongside with the Grand Opening Ceremony, the guests also indulged in “THE ART OF HAIR” exotic world class hair show presented by rows of Malaysia’s significant hair masters from OMC Malaysia. The rows of Malaysia’s significant hair masters had vowed the audiences with their amazing hair art pieces on the runway.

In conjunction with IBE 2015, OMC Asia Cup Open 2015 will be held from 17 to 18 May 2015. Professional hair masters from all around the world will make their appearance in IBE 2015, having their skillful hands in presenting latest hair trends and in creating brilliant hairdos. The organizer invites all industry players to attend this NOT-TO-BE-MISSED event.

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.

Various trade programs have been generated exclusively for the trade professionals and business owners. The Organizer offered “Complimentary 4-Star Hotel Accommodation” for oversea traders to facilitate their stay during their visitation to IBE 2015. Other than that, exclusive invitations were also being extended to various active trade associations. On top of that, IBE also offers business matching program service which serve as an efficient sourcing platform for trade buyers to maximize and enhance business prospect.

The success of its previous editions was with the immense supports from Ministry of Tourism, Culture Malaysia and Malaysia Major Event and Malaysia Convention & Exhibition Bureau (MyCeb). The organizer appreciate the contribution from various parties to succeed this exhibition especially our premium sponsor SHESEIDO.

With so many amusing activities, IBE 2015 is truly not-to-be-missed beauty event of the year. The Organizer look forward to meet with all industry players during the 4 days exhibition from 16 to 19 May 2015 to source for new products, services, brands, trends, tools and equipment, machineries and more! For more information, please log on to the official website www.ibe.my

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.

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