



IBBE

International Beauty Expo
国际美容展

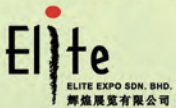
16 - 19
MAY 2015

五月

Kuala Lumpur Convention Centre,
MALAYSIA



Organized by:



5 Main
Beauty
Thematic
5大展览主题

Beauty,
Cosmetics
& Skin Care
美容、化妆与
护肤

Hair & Nail
时尚美发
与护甲

Spa & Wellness
健康水疗

Weight
Management
体重控制

Health &
Nutrition
健康与营养学

Most Acclaimed Business Platform For
BEAUTY . HAIR . COSMETICS . NAIL . SPA Professionals

CENTRE OF GRAVITY: INTERNATIONAL BEAUTY EXPO (IBE) 2015

2015 IBE 国际美容展

IBE is used to be a comprehensive market-place for international beauty, hair, cosmetics, nail and spa business owners and professionals. The ever growing number of exhibitors and trade visitors accompanied with value added trade programs has created a unique business environment for this fastest growing trading hub in South East Asia.

IBE 国际美容展提供一个全面性的商贸市场给国际美容, 美发, 美妆, 美甲和健康水疗的业主与业内商家。随着参展商与商业买家数量有着显著的增长, 再加上广受业内人士好评的商业计划, 无疑为这个东南亚发展最迅速的贸易中心创造了一个独特的贸易平台。

THE TRADE-DRIVEN-EXPO YOUR PERFECT LOCATION TO:

- Showcase your products or services and reach targeted audiences
向目标公众展示您的产品或服务
- Create or reinforce the visibility and raise the awareness and interest about your supply capacity
创建和加强知名度以提高群众对您产品或服务的认识和兴趣
- Attend to inquiries and disseminate information
提供产品或服务最新资讯并达到宣传效果
- Identify your new potential customers or strengthen relations with the existing ones
寻找潜在新客户, 并与现有客户维持更稳固的合作关系
- Establish backward and forward business linkages
维持现有和创造未来的商贸联系
- Identify agents 鉴定代理商
- Negotiate offers which may result in actual orders
为您带来实际订单的商机
- Widen supply network 建立更广阔的人际网络
- Meet potential partners that can lead to business alliances
与潜在合作伙伴建立联盟关系



VISITOR PROFILE:

- Wholesalers • Dealers • Distributors • Retailers • Agents • Importers
- Trading companies • Business owners of salons and centres • Hairstylists and colourists • Beauty therapists and consultants • Nail technicians
- Slimming therapists and consultants • Masseurs • Managers of hotel and resort
- Dermatologists and Cosmetologists • Surgeons and doctors
- Pharmacists and Herbalists • Managers of departmental, chain, convenience and health stores
- Make-up artists and Image consultants
- Association leaders and members • Students of professional academies and institutions
- Media, press and bloggers
- 批发商/经销商 • 分销商 • 零售商 • 代理商 • 进口商 • 贸易公司 • 美发中心业主 • 酒店及度假村经理 • 发型师及调色师 • 化妆师及形象顾问 • 美容师及顾问 • 美甲师 • 减肥治疗师及咨询师 • 按摩师 • 皮肤科医师 • 外科整容医生 • 药剂师 • 中医 • 部门、连锁、便利店及保健商店经理 • 协会领导人和成员 • 专业学院学生 • 媒体/ 著名博客

IBE SPECIAL HIGHLIGHTS:



IBE Hosted Buyers Program 特邀买家计划

- FREE 4-Star Hotel Stay 免费4星级酒店住宿
- FREE One-to-One Business Matching Services 免费一对一商业配对服务



OMC Asia Cup Open in Malaysia OMC亚洲盃公开赛

- World's Largest Tournament for Asian Hair, Make-Up & Nail Artists 世界顶级美发·美妆·美甲大赛



Industry Professional Sessions 不容错过的最新商业资讯

- Exclusive Stage Shows 独家精彩舞台秀
- Professional Seminars & Technical Workshops 专题研讨会及专业技术工作坊



Special Trade Publications 特别商业刊物

- Fair Preview 展会预览
- Fair Directory 展会特刊
- Event Official Booklet 节目官方手册

STRATEGIC WORLDWIDE PROMOTIONS:

Below the Line Mediums 商业宣传

Brochures, Flyers, Direct Mailers, Industry Invitation Materials, Fair Directory, E-Newsletter, E-Direct Mailer, Faxes, SMS Invitations, Awards Entry Forms, and etc
小册子、宣传单、直邮、行业邀请素材、展刊、电子展刊、电邮、传真、短信宣传、竞赛表格等等

Outdoor Campaign 户外宣传

Billboard, Banner, Road Bunting, Creative Outdoor Tools, Door-to-Door Visitation to Salons and Centres/ Academies/ Retail Shops/ Industry Stores, and etc
大型广告看板、布条、创意外广告宣传、亲自登门拜访业内沙龙、中心、学院、零售店及商店等等

Above the Line Mediums 广告宣传

TV, Radio, Newspapers, Online Advertisements, Social Networks and Sites, Trade Publications, Magazines, Press Release, Public Relations and etc
电视、电台、报章、线上广告宣传、社交媒体及其他相关网站、商业杂志、新闻稿、公关活动等



CONGREGATION OF GIGANTIC COUNTRY PAVILION IN 2014:



China
中国



Hong Kong
香港



Korea
韩国



Singapore
新加坡



Taiwan
台湾



BOOK YOUR SPACE!
立即预订您的参展摊位!

CALL
US
NOW

PARTICIPATION COST:

Standard Booth 标准摊位

Facilities 设备:

Partitions (3m x 3m), carpet, fascia board with company name, information table, 2 x folding chairs, 2 x 100w spotlights, 1 x 13amp socket, cleaning services, and 24 hours security services.

摊位分隔板(3米x3米)、地毯、公司楣板、一张询问桌、两张百摺椅、两盏聚光灯、一个单相插座、清洁服务以及24小时保安服务

Standard Booth:

RM929/ USD332* per sqm (min. 9sqm)

**surcharge of 10% for corner booth

标准摊位价格:

每平方米 RM 929 / USD 332*

(至少 9 平方米)

**角落摊位将加收10%的附加费

Raw Space 空地展位

Facilities 设备:

Cleaning services and 24 hours security services.

清洁服务以及24小时保安服务

Raw Space:

RM835/ USD298* per sqm (min. 18sqm)

空地展位价格:

每平方米 RM835 / USD 298

(至少18平方米)

* All booth prices are subject to 6% of Goods & Services Tax (GST)

* 以上所有参展单位需缴付6%消费税 (GST)

* Foreign currencies are subject to the rate of exchange ruling at the time of transaction

* 所有货币兑换将根据当日兑换率计算

◆ For Booth Enquiries: 欲知更多摊位详情, 请联系市场行销部门:

Sales & Marketing Department: exhibition@elite.com.my

◆ For Sponsorship Opportunities & Programs Partnership Enquiries:

预知更多赞助项目以及活动合作关系详情, 请联系公关部门:

PR & Communications Department: pr@elite.com.my



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Trade Fair Website/ 展览会官网: www.ibe.my