

omc

# ASIA CUP

International Beauty Expo (IBE)



# PEN

TM

2015 Malaysia



## omc HAIRWORLD

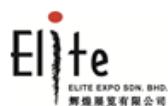
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**Immediate Release**

**Malaysia to Host the World Class Hairdressing Championship in 2015**

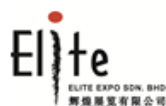
2015 will mark a significant year and an important milestone for Malaysia hair & beauty industry. A world recognition hairdressing competition - 2015 OMC Asia Cup Open in Malaysia will take place concurrently with International Beauty Expo (IBE) – The Most Acclaimed Business Platform for Beauty, Hair, Cosmetics, Nails and Spa Professionals at Kuala Lumpur Convention Centre from 16 to 19 May. This is indeed a significant step to further bring Malaysia's hair & beauty industry profile to a global level.

As a strategic events destination, the 66<sup>th</sup> season of 2015 OMC Asia Cup Open will be held in Malaysia for the very first time. 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.

“Hairdressing is a lucrative business because everybody needs a haircut on a regular basis. Despite the economic value, the local hairdressing industry faces challenges in terms of financial support and public perception of those in the profession. Thus, it is crucial for the association, MHA, and the government to educate society about the importance of hairdressing for being a profession which worth for recognition”, says Malaysian Hairdressing Association's president, Mr. Billy Lim.

Billy Lim estimates that the local hairdressing industry as a whole, including cutting and styling services, products, equipment, advertising, modelling and entertainment events, generate an approximate of RM10 billion a year in terms of its turnover rate.

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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)”.

Hair & beauty industry offers great potential for value growth. MHA is constantly looking for avenues to drive local hairdressers in one global arena. 2015 OMC Asia Cup Open will provide a perfect platform for the local hairdressers to showcase their talents, to develop new skills and as well as to obtain ample knowledge on the international standards and trends in the hair & beauty industry.

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.

International Beauty Expo (IBE), annual trade fair catered to the beauty, hair, cosmetics, nail and spa industries, will be held concurrently at KL Convention Centre. Running concurrently will be a series of sensational blend of breath-taking hair shows, informative seminar, demonstrations, workshops, competitions and more activities by global masters will be scheduled during the four-day event. IBE 2015 will as well amalgamate well-known global and local brands to gather at the ever first-launched Brand Pavilion in OMC Grand Hall, which will be the most acclaimed brands congregation of the year.

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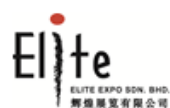
OMC (Organisation Mondiale Coiffure) which based in France is the world's biggest hairdressing and beauty organization with the participation of over 60 member countries and 2,000,000 individual members worldwide. The goal of OMC is to unite hairdressers from all over the world and raise their professional competence, recognition and image to the highest standards. OMC Zone Cups are organized yearly by Zones organizations. They are open to all OMC members from around the world.

“2015 OMC Asia Cup Open Malaysia will consist of more than 30 test categories. Apart from the competitions 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. The competition seeks to stimulate creativity and courage among young generation of the industry to showcase their talents in a variety of skills, a junior category is also open to participants under the age of 22,” says CEO of Elite Expo Sdn Bhd, Mr. Johnson Lim.

Johnson says, “This is the largest event for hairdressers in the Asian region bringing together hairdressing professionals from all countries which belong to the OMC Asian region. We highly value our national contestants, thus, we will join force with MHA and gain support from Malaysia Major Events and MyCEB, to run a series of road shows, technical trainings and auditions in every corner of this country to excavate national talents or teams”. According to OMC's criteria, all OMC member countries can compete with teams or on an individual basis in all OMC Championships.

We are now calling all Malaysian and Asian region's hairdressing professionals to join this world-class competition '2015 OMC Asia Cup Open in Malaysia' from 16 to 19 May 2015 at Kuala Lumpur Convention Centre, Malaysia. For more details, please visit our official website: [www.elite.com.my/OMC](http://www.elite.com.my/OMC) or visit our Facebook page at [www.facebook.com/pages/OMC-Asia-Cup-Open-2015/283983628423110](https://www.facebook.com/pages/OMC-Asia-Cup-Open-2015/283983628423110).

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Please contact us to obtain the participation form:

**Malaysian Hairdressing Association (MHA)**

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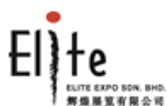
**Elite Expo Sdn. Bhd.**

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### **About OMC (Organisation Mondiale Coiffure )**

OMC was found in 1946 with the goal to unite hairdressers from all over the world and raise their professional competence, recognition and image to the highest standards. OMC is the producer of the OMC HAIRWORLD Team World Cup, as well as International Zone Hair and Beauty Championships. The Organization is represented by 3 official delegates from each member country. These delegates will represent their organization in all activities and duties, and they are entitled to vote. They can hold elected and/or appointed positions within the OMC World or Zone official bodies. OMC Zone Cups is composed of the Americas Zone, Asia Zone, Central Europe Zone (CEZ), Eastern Europe Zone (EEZ) and Western Europe Zone (WEZ). All International, Zone and World Championships are governed by OMC World. For more details, please visit [www.omchairworld.com](http://www.omchairworld.com)

### **About Malaysian Hairdressing Association (MHA)**

Malaysian Hairdressing Association (MHA) was officially launched by YB Datuk Wira Dr. Fong Chan Onn (Former Minister of Human Resource) on 21<sup>st</sup> February 2005. The objectives of MHA are to meet the needs of the hairdressing industry in Malaysia, to promote the hairdressing interests and professionalism, to meet the hair industry educational needs and to maintain hair industry welfares and ethical business practice. MHA hopes that Malaysia's hairdressing professionals will be able to gain more exposures on the global hairdressing scenes. International hair shows and hairstyling related trend, technology and events are among the plans. The association is also putting in effort to send national's most promising talents abroad to compete with fellow hairdressing professionals from all over the world. For more details, please visit [www.mha.org.my/home](http://www.mha.org.my/home)

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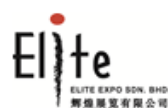
### **About Elite Expo Sdn Bhd (619373-P)**

Elite Expo Sdn Bhd is a Professional Exhibition Organizer (PEO). With long term experience in PEO field, we have successfully developed, planned and executed numerous high profile international & local trade exhibitions for a diverse range of industry. Elite Expo is not just about organizing exhibition and event but also identifying, targeting, attracting and matching the needs of buyers and exhibitors. We understand our clients' businesses and dedicated to put them in touch with the right markets. For more details, please visit [www.elite.com.my](http://www.elite.com.my)

### **Malaysia Major Events, MyCEB**

Malaysia Major Events is a division of Malaysia Convention and Exhibition Bureau (MyCEB) an agency under the Ministry of Tourism and Culture, Malaysia. Tasked under the Government's Economic Transformation Programme (ETP), our mission is to position Malaysia on the world map as the event venue of choice, and to be at the top of mind and right at the onset as the centre stage for sports, arts, lifestyle and entertainment events in Asia. Since Malaysia Major Events was set up in 2011, we have successfully enticed large numbers of international events owners to stage their events here in Malaysia. Similarly, MME have assisted in promoting home-grown events and home-hosted events which strengthen Malaysia's global appeal as an international venue for major events. This includes music festivals, sporting championships, touring events and lifestyle showcases, from triathlons to international diva in concerts, extreme sports to debating forums. MME provides a shared platform with both public and private sectors and act as a vital link in facilitating and promoting major events. By this MME aims to amplify our venues, showcase national highlights, increase participation and spectatorship and leave indelible impressions. For more details, please visit [www.mymajorevents.com.my](http://www.mymajorevents.com.my) and follow us on [www.facebook.com/MyCEB](http://www.facebook.com/MyCEB) and [@MyCEB](https://twitter.com/MyCEB)

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**2015 OMC ASIA CUP OPEN (MALAYSIA) EVENT SCHEDULE**  
16 – 19 May 2015, Kuala Lumpur Convention Centre, Malaysia

Date	Subject	Time	Venue
15 & 16 May 2015	OMC Asia Cup Open Delegation / Competitor Registration	13:00 – 17:00	KL Convention Centre Hall 1
16 May 2015	OMC Asia Cup Open & IBE 2015 Official Opening Ceremony	11:00 - 12:00	KL Convention Centre Hall 1, Main Stage
	OMC Asia Zone Presidents Meeting	14:00 – 16:00	KL Convention Centre Hall 1, Hospitality Lounge 1
	OMC Asia Zone Juries Briefing	16:00 – 17:30	KL Convention Centre Hall 1, Hospitality Lounge 1
	OMC Asia Cup Open Reception of the Nations Cocktail	19:30 – 22:00	OMC Headquarter Hotel (TBC)
17-18 May 2015	Competitions “OMC Asia Cup Open”	09:00 – 16:00	KL Convention Centre Hall 1, Main Stage
18 May 2015	OMC Asia Cup Open Awards Ceremony & Closing Ceremony	16:00 – 18:00	KL Convention Centre Hall 1, Main Stage
19 May 2015	Hair Stage Shows	11:00 – 19:00	KL Convention Centre Hall 1, Main Stage
16-19 May 2015	International Beauty Expo (IBE)	11:00 – 19:00	KL Convention Centre Hall 2-5

Media Enquiries:

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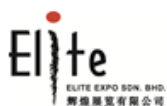
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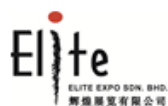
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