



Int'l Beauty Expo
國際美容展

14 - 17 May 2011

Kuala Lumpur Convention Centre

Beauty Cosmetic & Skin Care

| Spa & Wellness

| Health & Nutrition

| Weight Management

| Hair & Nail Zone

International Beauty Expo 2011

Year 2011 First Beauty Exhibition Welcomed Over 24,261 Visitors

The most fast-growing beauty exhibition in Malaysia, International Beauty Expo (IBE) 2011 returned tremendously on 14-17 May 2011 at Kuala Lumpur Convention Centre! Celebrating its 5th anniversary, IBE 2011 was the first professional beauty exhibition held in year 2011 and the Organizer Elite Expo Sdn. Bhd. recorded that over 24,261 quality buyers (+5.7% as compared to 2010) visited the four-day exhibition.

With participation of over 300 exhibition booths showcasing products and services from five main beauty segments - Beauty, Cosmetics & Skincare segment, Spa & Wellness segment, Health & Nutrition segment, Weight Management segment and lastly, Hair & Nail Zone segment, visiting buyers were certainly nourished with industry's newest beauty information and most innovative products and services.

Beauty professionals and beauty enthusiasts were amused with 30,000 new on-hand beauty products and services that originated from world leading beauty exporting countries, including Korea, Taiwan, Singapore, Japan, France, German, Spain, Switzerland, England, China, Thailand, Indonesia, U.S.A and etc. The exceptional International Pavilions of Korea, Taiwan and Singapore allow you to become the pioneering buyers and outreach the new brands that first debut in Southeast Asian and Malaysian beauty markets.

Prominent host of Taiwanese top beauty TV programme – Pauline Lan (also known as Lan Xin Mei), renowned Asian top makeup artist – Xiao Kai, famous Asian top creative hairstylist – Blanche Lu, beautiful skincare expert – Judy Lin and lastly, famous Taiwanese artist – Ms. Vivi Ho made their appearance in the IBE 2011 and officiated the Opening Ceremony together with the CEO of Elite Expo, Mr. Johnson Lim.

In support to its objective in educating and discovering talents from the beauty industry, the organizer also collaborated with multiple prominent members of the industry to organize three great competitions, namely IBE Hairdressers Awards 2011, St Ella New York Creative Makeup Competition and Nail Malaysia 2011. Winners of the competition not only winning back recognition from the industry's top achievers as well as great prizes, they are also yet to be raised as the next topmost performers in near future.



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"Queen" in LIVE

The Asian famous beauty TV programme – "Queen" was performed LIVE in IBE 2011 and successfully strike attention of over 500 visitors during the programme! The programme host – Lan Xin Mei, make-up artist-Xiao Kai, top hairdresser – Blanche Lu and renowned artist -Ms. Vivi Ho appeared on stage and presented a series of most trendy fashion style of the year.

Close-up Talk on Career Development Trend of Women Today

Asian top hairdresser – Blanche Lu, renowned artist -Ms. Vivi Ho and Taiwanese Fashion Diva – Lan Xin Mei collaborated to host a close up talk on the career development trend of women today and sharing their experience in facing challenges in the early stage of their career development. Audiences were indeed inspired by ideas and thoughts of these three successful women whom outshine in their career development.

IBE Hairdressers Awards 2011

Be enlightened by creativity and competence of Asian junior hairstylists, whom are going to outshine their skills through IBE Hairdressers Awards 2011. The competition theme of IBE Hairdressers Awards 2011 are namely Neue Kraft (Commercial Style Category) and Ferne Heroine (Fantasy Open Category), which were inspired by luxury futuristic sculptured look dominating in the forthcoming season. Panel of judges was comprised of industry top players including Ms. Winnie Loo, Mr. Albert Nico, Mr. Michael Poh, Mr. Shawn Loong, Mr. Jackson Choong and Mr. Terence Chin. Winners walked away with total prizes worth RM40,000, including a 5-day Study Tour to Vidal Sassoon Shanghai (inclusive of scholarship, accommodation and 2-way air ticket between Kuala Lumpur and Shanghai, China)! IBE Hairdressers Awards 2011 – Your passport to the new land in your hair career!

Winners of Commercial Style Category

Gold Prize: Wong Teck Chun

Silver Prize: Juno Loo Chun Yu

Bronze Prize: Planda Tan Poh Chuan

Winners of Fantasy Open Category

Gold Prize: Ckay Liow Chee Keen & Naddya Yaya

Silver Prize: Tai Zher Xian & Wong Teck Chun

Bronze Prize: Louis Wong Jit Huat & Celine Ong

IBE Business Matching Service

In conjunction with IBE 2011, the organizer had offered this value-added service which served as an efficiency sourcing platform for trade buyers to maximize and enhance their business prospect. This program enabled buyers to source from international vendors and present appointment to meet up at IBE 2011. Beauty professionals, purchasing agent or merchandisers from retail and departmental stores, manufacturers, suppliers and any other members from the related industries were welcomed to participate in this free service.