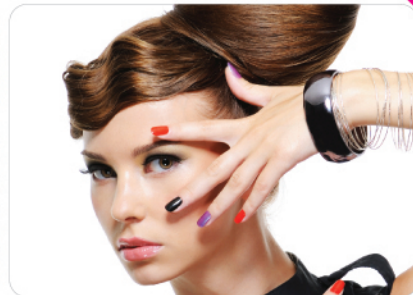




International Beauty Expo
国际美容展

5 - 8 May 2012

KL Convention Centre



Beauty, Cosmetic & Skin Care
美容, 化妆与护肤

Hair & Nail Zone 时尚美发与护甲

Spa & Wellness 健康水疗

Health & Nutrition 健康与营养学

Weight Management 体重控制



Organized by:

Elite
ELITE EXPO SDN. BHD.
群益展览有限公司

Perfect Channel to Expand Your Beauty Empire

您拓展美容王国的最佳途径



Celebrating our 6th anniversary, International Beauty Expo (IBE) is set to return on 5-8 May 2012 at Kuala Lumpur Convention Centre, with a further expanded exhibition hall featuring 104,480 square feet which congregates up to 400 exhibition booths at one point, allowing both exhibitors and buyers to establish solid networking connections and business deals while keep abreast with most up-to-date industry insights.

马来西亚最广为人知的国际美容博览会 – IBE国际美容展将在2012年5月5日至8日假吉隆坡国际会议中心卷土重来。迈向第六个年头的 2012 IBE 国际美容展将再创高峰，以阔达104,480平方尺的巨型展馆募集多达400所展销摊位齐聚同一平台，势必让各国买家与参展商高效拓展业务、加强商贸交流并了解时下最新美容趋势。

Join our exhibition today and foresee an unlimited development of your beauty business
今天就加入我们的展览团队，为您的美容事业引来无限扩展！





6 Key Benefits of IBE IBE六大重点优势

• Visitorship Assurance

Throughout the four-day exhibition, the Organizer recorded that over 24,261 quality buyers have visited IBE 2011 (+5.7% as compared to IBE 2010).

专业买家与人潮保证

2011 IBE 国际美容展一连四日人潮满满，入场人数多达24,261人（较2010年跃升5.7%）。

• Trade buyers & delegation recruitment project

By cooperating with beauty associations across the world, the Organizer aims to bring in more potential trade buyers and enables exhibitors to establish quality business network during the fair.

专业买家及美容商代表团招揽计划

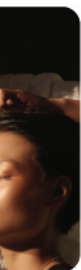
展会将与多国美容商贸协会合作引进更多专业买家参观展会，为参展商缔造更多高素质商机。

• Country Pavilions & International Pavilion

Without travelling to other countries, buyers whom visited IBE are able to access to abundant of innovative products and services from 5 main international pavilions, including China Pavilion, Hong Kong Pavilion, South Korea Pavilion, Singapore Pavilion and Taiwan Pavilion, as well as others countries in Asian region or European regions.

各国主题展馆

展销会推介5大国家展馆-中国馆、香港馆、韩国馆、新加坡馆及台湾馆，并共同引进多个来自亚洲各地与欧美国度备受瞩目的美容品牌，让参观者无需出国即能一览全球最创新的美容产品与服务。



- Persistent recognition from top make-up and hairdressing professionals

IBE consistently collaborate with well-known make-up artists and hairdressing professionals to organize quality trade seminars and practical workshops to update professional buyers with global beauty trends.

亚洲顶尖美发妆达人专业认证

展会与亚洲顶尖美发妆达人多年来合作无间，携手盛办多场专业论坛与工作坊，让到访的专业买家们掌握世界美容、美发、美甲最新资讯与潮流走势。

- Influential Programmes within the Beauty Industry

A series of professional trade events, beauty workshops, stage programmes and grand competitions including IBE Hairdresser Awards are organized in-line with the exhibition, attracting more quality buyers to visit the fair and keep abreast with most updated industry insights.

业内极具影响力的展会活动

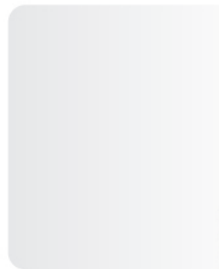
多项专业美容商贸活动、专题讲座、舞台表演、IBE新秀发型设计大赛和各大型美甲与彩妆大赛将在IBE中同步进行，务必吸引更多各地美容买家亲临展会以掌握最新业内资讯。

- Perpetual support from Malaysian authorities:

Including Malaysia Tourism Promotion Board, Malaysia Convention & Exhibition Bureau (MyCeb) and Malaysia External Trade Development Corporation (MATRADE).

大马政府各部门的鼎力支持：

马来西亚旅游促进局、马来西亚会议展览局 (MyCeb) 和马来西亚对外贸易促进机构 (MATRADE)。



Worldwide Promotions 全球宣传策略

Below the line mediums 商业宣传

Brochures, Flyers, Direct Mailers, Fair Directory, E-Newsletter, Faxing, SMS Invitations

小册子、广告传单、邮寄邀请函、展刊、电子展刊、传真、SMS简讯宣传

Above the line mediums 广告宣传

TV, Radio, Newspaper, Online Advertisements, Trade Publications & Magazines

电视、电台、报章、网上广告宣传、商业杂志及潮流杂志

Outdoor Activities 户外宣传

Billboard, Road Buntings, Transit, Under Bridge Banner

大型广告牌、布条、流动广告、天桥广告牌

PR Activities 公关活动

Door-to-door Personal Visits to Beauty, Spa and Hair Saloon, Hair & Beauty Academy, Distributors and Suppliers, Press conference, Professional Seminars, Beauty Workshops, Stage Shows, IBE Hairdressers Awards, Overseas Fair Participation, Business Matching Services

亲自登坊各地美容、水疗及沙龙、美发与化妆学院、批发商及供应商、记者招待会、专业美容美发与美甲讲座会、美容贸易论坛、IBE新秀发型设计大赛、外国参展活动、美容商贸配对服务



International Sales Teams 国际销售团队

For overseas participant, should you paying high interest to participate in IBE 2012, kindly contact our International Sales Teams as below:
欲参展的海外商家可直接联络我们的国际销售团队:

Country	Korea	Singapore	China / Hong Kong / Taiwan
Contact Person	Sophia Lee (Sales Manager / Exhibition Team 1)	Daniel Chen	Florence Lay
Company Name	IPR Forum	Association of Small & Medium Enterprises	WES Worldwide Expo Services Ltd (Shanghai) Ltd
Tel	+82.2.5517075	+65.65130388	+86.21.31261082 ext:100
Fax	+82.2.5517059 / 60	+65.65130399	+86.21.61264360
Email	sophia@ipr.co.kr	daniel.chen@asme.org.sg	flo_lay@wesexpo.com.cn

Participation Format and Fee 格式与费用

Booth Options 摊位类别	Facilities 设备	Prices 价格
(A) Standard Booth 9sqm (3m x 3m) 标准摊位 9 平方米 (3米 x 3米)	Partitions, carpet, fascia board with company name, information table, 2 folding chairs, 2 x 100w spotlights, 1 x 13amp socket, cleaning services & 24 hours security services. 摊位背板、公司楣板、地毯、一张询问桌、两张白折椅、两盏射灯、一个单相插座、清洁服务及24小时保安	RM 929 / USD321* per sqm ** Surcharge of 10% for corner booth 每平方米 RM 929 / USD321*
(B) Raw Space at least 18sqm (3m x 6m) 空地展位至少18平方米 (3米x6米)	Cleaning services, 24 hours security services. 清洁服务, 24小时保安系统.	RM 835 / USD288* per sqm 每平方米 RM 835 / USD 288*

* Foreign currencies are subject to 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 more information, please contact: 欲知更多详情, 请联络主办单位:

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