



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

**Opening Ceremony
International Beauty Expo (IBE) 2011
14-17 May 2011
Speech of Mr. Johnson Lim, CEO of Elite Expo Sdn. Bhd.**

Good morning to all our important guests of the day, including our honourable VIPs 藍心湄小姐, 小凯老师, 依霖老师, 林叶亭老师 and 何嘉文小姐, our esteemed participants, distinguished guests and members of the media. Your presence today is adding sparkle and glitz to the event, making IBE the most prestigious international beauty extravaganza in Malaysia!

Celebrating the 5th anniversary, IBE 2011 has expanded its exhibition area up to 2 times larger than in previous years, featuring three main country pavilions from Korea, Singapore and Taiwan regions and one international pavilion, congregating over 300 exhibition booths to showcase more than 30,000 global top beauty products and innovative technology. At such, IBE 2011 is achieving its ultimate goal as the most diverse and dynamic beauty exhibition across the Asia's region.

We would like to extend our deepest gratitude towards supports and recognition from our Government bodies, including Malaysia Tourism Promotion Board, Malaysia External Trade Development Corporation and Kuala Lumpur City Hall.

Also, allow us to express our heartfelt appreciation to our pristine goodies bags sponsors: Beauty Century Face & Body Sdn Bhd, Bin Us – Oslee, Good Morning Global, Nature Environment Product, Naga Nail Sdn. Bhd. for their kindness in giving away so many fabulous products to our valued visitors.

Special thanks to AOB International, Anti-Aging 2u, Apex, Artizta, Asia Spa, Eco Beauty, Emp Image Solution, Hairizon, Korean Beauty Square, Max Connection Cosmetics, Petite Fleur, Shills and We Beauty for supporting us in various aspects of the event.

Nevertheless, let us extend our deepest appreciation to 小凯老师 for presenting his Global First Vibrant Makeup Stage Show later on and also to the Winners of IBE Hairdressers Awards 2010 for putting up such a vibrant Hair Show for our opening ceremony.

On behalf of Elite Expo's team, I thank everyone who contributed in making this annual event a success in every way. We wish that IBE will be the ultimate step for you to navigate your way towards victorious path in the beauty industry.

Thank you.