



International Beauty Expo
国际美容展

14 - 17 May 2011

11am - 7pm

KL Convention Centre

- Post Show Report -



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





Int'l Beauty Expo
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Beauty Cosmetic & Skin Care

| Spa & Wellness

| Health & Nutrition

| Weight Management

| Hair & Nail Zone

2011 First Beauty Exhibition Greeted 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 attracted over 24,261 (+ 5.7% as compared to 2010) quality buyers throughout the four-day exhibition.





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Show Profile IBE 2011

Exhibition Name: International Beauty Expo (IBE) 2011

Date: 14-17 May 2011 (Saturday – Tuesday)

Time: 11am – 7pm

Venue: Hall 2,3,4,5 of Kuala Lumpur Convention Centre,
Kuala Lumpur, Malaysia

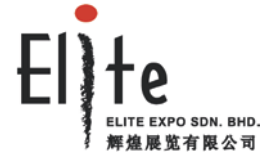


Total Gross Space Occupied for Exhibition (square meter): 8,459m²

Total Number of Exhibitor: 148 companies @ 300 booth spaces

Total Number of Visitor: 24,261 (+ 5.7% as compared to 2010)

Organized by:



Endorsed by:

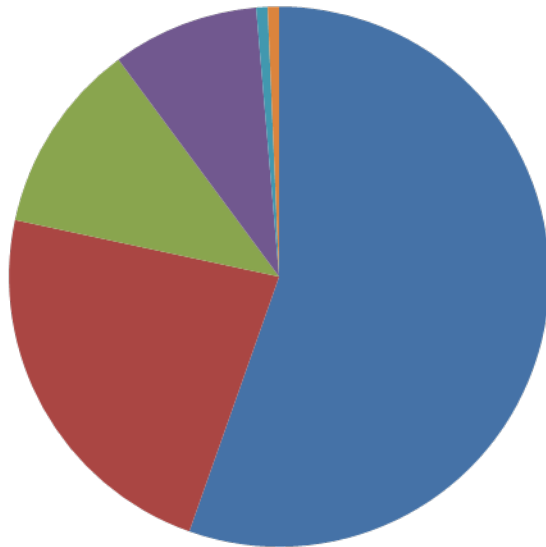


Supported by:



Exhibitors Profile IBE 2011

148 companies from 6 major countries



- Malaysia ; 82
- Korea ; 34
- Taiwan ; 17
- Singapore ; 13
- Japan ; 1
- Pakistan ; 1





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Country Pavilions

Korea Pavilion



Taiwan Pavilion



Singapore Pavilion





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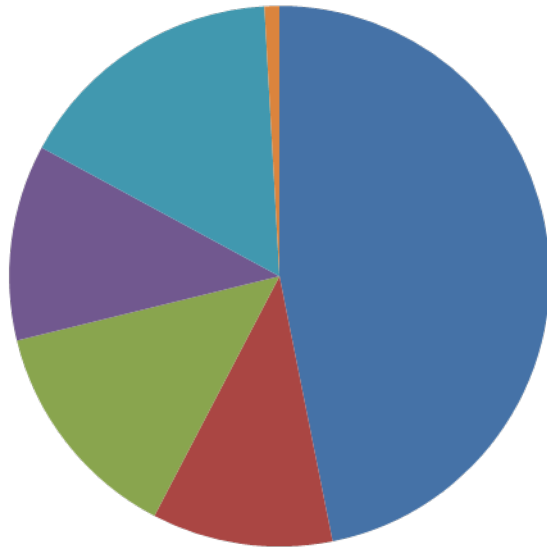
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International Pavilion



Exhibits Profile



- Beauty, Cosmetics & Skincare ; 47.27%
- Spa & Wellness ; 10.90%
- Health & Nutrition ; 13.64%
- Weight Management ; 11.82%
- Hair & Nail Zone ; 16.36%

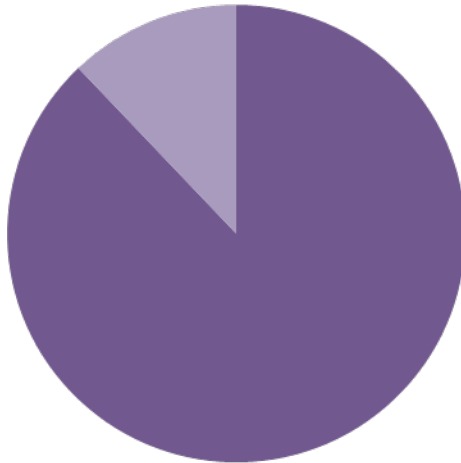
Product Origin Countries:

- | | | |
|-----------|--------|---------------------|
| Korea | France | Switzerland |
| Taiwan | German | England |
| Singapore | Spain | China |
| Japan | U.S.A | Thailand, Indonesia |



Visitors Profile

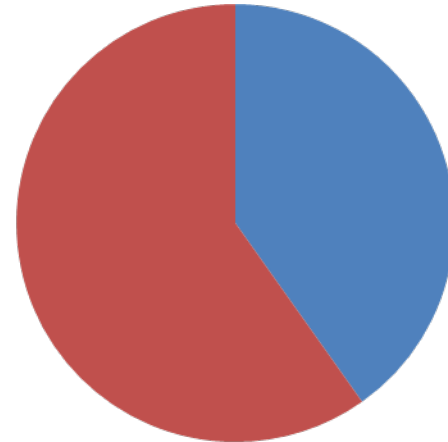
Total Number of Visitors



■ Number of Malaysian Visitors ; 21,319

■ Number of Foreign Visitors ; 2,942

Number of Malaysian Visitor

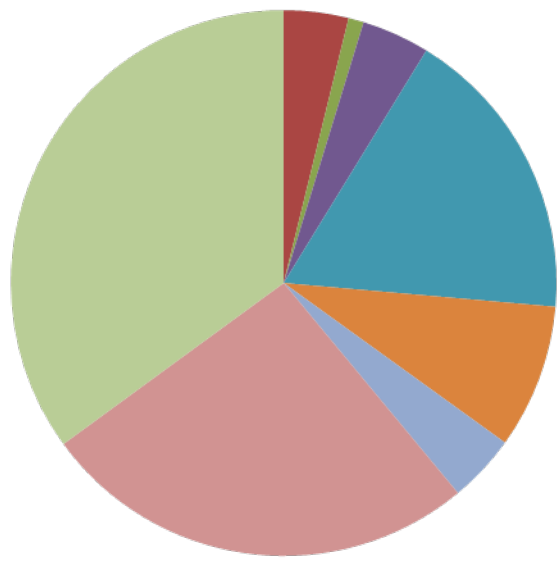


■ Number of Trade Visitors ; 8,564

■ Number of General Visitor ; 12,755

Majority of foreign visitors coming from Singapore, Hong Kong, Thailand, Turkey & India

Visitor by Professions



- Press and Others ; 3.8%
- Dietician ; 0.9%
- Therapist/Masseur ; 4.0%
- Hairdresser ; 17.5%
- Make-up Artist ; 8.5%
- Nail Technician ; 4.0%
- Salon Owner/ Director/ Corporate Management ; 25.8%
- Beautician & Beauty Consultant ; 34.8%



Event Highlights

“Queen” in Live

《女人我最大》原班达人阵容 **Live** 全马
独家

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.





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Close-up Talk on Career Development

Trend of Women Today

“探讨现今创业女性趋势”座谈会

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

Theme of IBE Hairdressers Awards 2011

- Neue Kraft (Commercial Style Category)
- Ferne Heroine (Fantasy Open Category)

Prizes

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)!





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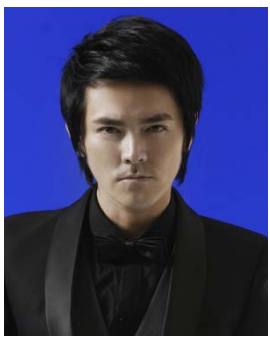
Panel of Judges



Ms. Winnie Loo



Mr. Albert Nico



Mr. Michael Poh



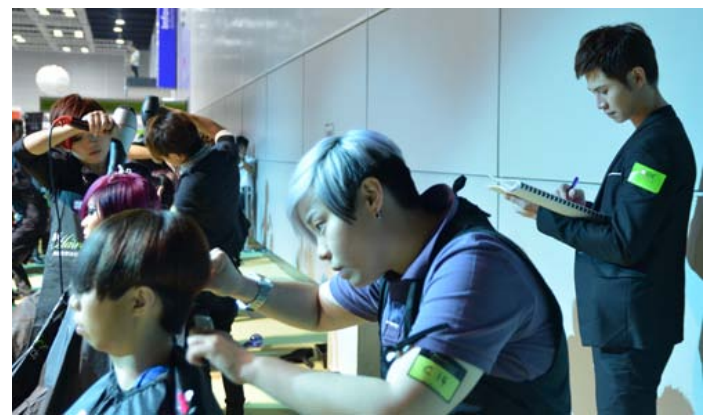
Mr. Shawn Loong



Mr. Jackson Choong



Mr. Terence Chin





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Winners of Neue Kraft (Commercial Style Category)

Gold Prize



Silver Prize



Bronze Prize





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Winners of Ferne Heroine (Fantasy Open Category)

Gold Prize



Silver Prize



Bronze Prize





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Competitions

St Ella New York Creative Makeup Competition



Nail Asia 2011 (Malaysia)



Seminars & Stage Programmes

“Total Beauty Guide” Sharing Sessions
by Judy Lin



Special Thanks: Shills Beauty

“Intelligent Tips on Sustaining Youthful Prettiness” Workshops
by Vivi Ho



Special Thanks: AOB International

Seminars & Stage Programmes

Beautang Meet the Fans Session with Amy Wang



Special Thanks: Beautang

Business Matching Service

- Your rewarding beauty business networking channel -

A value-added service which serve 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.

Targeted participants:

- Beauty professionals
- Purchasing agent or merchandisers
- Manufacturers
- Suppliers
- Other members from the related industries





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Organized by:



Endorsed by:



Supported by:



Special Thanks:



Official Media Network:



Official Video

Production House:





International **Beauty** Expo
国际美容展

5 - 8 May 2012
KL Convention Centre

See You Next Year



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

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