



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

Navigate Malaysian Beauty Market towards Victorious Path of World Beauty Trend

The most awaited International Beauty Expo (IBE) 2011 is set to return on 14-17 May 2011 at Kuala Lumpur Convention Centre! Celebrating its 5th anniversary, IBE 2011 is the first professional beauty exhibition held in year 2011 that serves as an expedient concourse of global beauty products, modish beauty trends and pioneering beauty technology.

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 are certainly nourished with industry's newest beauty information and most innovative products and services.

Beauty professionals and beauty enthusiasts are definitely bemused with the 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 Hsin 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 will not only make their appearance in the upcoming IBE 2011 as the Guests of Honor for the Opening Ceremony, but also collaborate to present several stage programmes including the mentioned beauty TV programme “Queen” in LIVE on stage during the exhibition.



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In support to its objective in educating and discovering talents from the beauty industry, the organizer is collaborating 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 are 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.

"Queen" in LIVE

The Asian famous beauty TV programme – "Queen" will be performed LIVE in IBE 2011! The programme host – Lan Hsin Mei, make-up artist-Xiao Kai and top hairdresser – Blanche Lu will appear on stage and present to you a series of most trendy fashion style of the year! Free entrance with RSVP before May 6th, 2011 (Friday).

Date: May 15th, 2011

Time: 2:30pm-4pm

Venue: Kuala Lumpur Convention Centre, Stage area at Hall 2

Close-up Talk on Career Development Trend of Women Today

Asian top hairdresser – Blanche Lu and Taiwanese Fashion Diva – Lan Hsin Mei will collaborate in hosting 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. Free entrance with RSVP before May 6th, 2011 (Friday).

Date: May 14th, 2011

Time: 4pm-5pm

Venue: Kuala Lumpur Convention Centre, Stage area at Hall 2

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 are inspired by luxury futuristic sculptured look dominating in the forthcoming



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season. Winners will walk 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)! Panel of judges comprises of Malaysia top hairstylists including Ms. Winnie Loo, Mr. Albert Nico, Mr. Shawn Loong, Mr. Michael Poh, Mr. Jackson Choong and Mr. Terence Chin. IBE Hairdressers Awards 2011 – Your passport to the new land in your hair career!

Semi Final

Commercial Style Category: Neue Kraft

Date: May 15th, 2011

Time: 11am-12:45pm

Venue: Kuala Lumpur Convention Centre, Competition area at Hall 2

Grand Final

Commercial Style Category: Neue Kraft

Date: May 17th, 2011

Time: 11am-12:45pm

Venue: Kuala Lumpur Convention Centre, Competition area at Hall 2

Fantasy Open Category: Ferne Heroine

Date: May 17th, 2011

Time: 2pm-5:45pm

Venue: Kuala Lumpur Convention Centre, Competition area at Hall 2

St Ella New York Creative Makeup Competition

The nationwide brilliant makeup artists are encouraged to express their definition of luxurious and graceful elegance of New York through their makeup technique in the upcoming St Ella New York Creative Makeup Competition. The competition not only envisions to distinguish those talented novice makeup artists and professional makeup artists, models with Best Catwalk skill and Most Photogenic appearance will also be awarded during the competition. Not only they get to win away attractive cash prizes, trophy and St Ella New York professional colour cosmetics products total worth



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over RM52,250, winners will also be rewarded with instant fame and recognition as media extensively publicize on their creative upshots.. St Ella New York Creative Makeup Competition – Choose Your Colour, Change Your Life.

Details

Date: May 15th, 2011

Time: 4pm-7pm

Venue: Kuala Lumpur Convention Centre, Competition area at Hall 2

Nail Asia 2011 (Malaysia)

Synchronizing to IBE 2011, BMI Beautymart International Pte Ltd is organizing the country's most recognized nail competition – Nail Art 2011 (Malaysia). Nail art talents are gathering to unleash their creativity with various shades and parade their fashion senses through their remarkable nail art techniques. Nail artists are welcomed to show off their exceptional skills and creativity through four category of competition, including Natural Nail Care, Nail Art Tip Design, Gel Nail Design and lastly, In Box Nail Art Presentation (Theme: Love).

Details

Date: May 16th, 2011

Time: 11am-2pm

Venue: Kuala Lumpur Convention Centre, Competition area at Hall 2

IBE Business Matching Service

In conjunction with IBE 2011, the organizer is offering this value-added service which serve as an efficiency sourcing platform for trade buyers to maximize and enhance their business prospect. This program enables 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 are mostly welcomed to participate in this free service. IBE Business Matching Service - Your rewarding beauty business networking channel.



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For more information or participation, please contact the organizer, Elite Expo Sdn. Bhd.

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Opening Ceremony
International Beauty Expo (IBE) 2011
Hall 2, Kuala Lumpur Convention Centre, Malaysia

14 May 2011, Saturday

- | | |
|---------|--|
| 12:00pm | Arrival of VIPs, Guests and Media |
| 1:00pm | Emcee Opening Speech |
| 1:05pm | Arrival of Artists |
| 1:10pm | IBE Opening Video Presentation
Opening Speech by Mr. Johnson Lim, CEO of Elite Expo Sdn. Bhd. |
| 1:20pm | Opening Hair Show Performance by 2010 IBE Hairdressers Awards
Winners |
| 1:30pm | Opening Make-up Performance "Xiao Kai's Global First Vibrant
Makeup Stage Show" |
| 1:45pm | Ribbon-cutting & Lighting Ceremony |
| 1:50pm | Souvenir Presentation & Group Photo Session |
| 2:00pm | End
Media to proceed to Press Conference at Hospitality Lounge 2 |



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Press Conference

International Beauty Expo (IBE) 2011

Hall 2, Kuala Lumpur Convention Centre, Malaysia

14 May 2011, Saturday

- | | |
|--------|------------------------|
| 2:00pm | Emcee Opening Speech |
| 2:05pm | Speech by Lan Hsin Mei |
| 2:10pm | Speech by Xiao Kai |
| 2:15pm | Speech by Blanche Lu |
| 2:20pm | Q&A Session |
| 2:30pm | End |



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Programme Rundown
International Beauty Expo (IBE) 2011
Hall 2-5, Kuala Lumpur Convention Centre, Malaysia

14th May 2011 (Saturday)

- 1.00pm – 2.00pm IBE 2011 Opening Ceremony
Guests of Honor: Lan Hsin Mei, Xiao Kai, Blanche Lu, Vivi Ho, Judy Lin
Xiao Kai's Global First Vibrant Makeup Stage Show
- 3.00pm – 4.00pm "Total Beauty Guide" Sharing Session Part 1 by Judy Lin
Special Thanks: Shills Beauty
- 4.00pm – 5.00pm Close-up Talk on Career Development Trend of Women Today
by Lan Hsin Mei, Blanche Lu and Vivi Ho
- 5.30pm – 6.30pm "Intelligent Tips on Sustaining Youthful Prettiness" Workshop Part 1 by Vivi Ho
Special Thanks: AOB International



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15th May 2011 (Sunday)

11.00pm – 12.30pm 2011 IBE Hairdressers Awards – Semi Final

Commercial Style Category: Neue Kraft

12.00pm – 1.00pm “Total Beauty Guide” Sharing Session Part 2 by Judy Lin

Special Thanks: Shills Beauty

2:30pm – 4:00pm “Queen” in LIVE * First in Malaysia

by Lan Hsin Mei, Xiao Kai, Blanche Lu, Vivi Ho

* 5 sets of luxury lingerie and intimate apparel worth RM398 each will be given out to lucky audiences. Special thanks to Petite Fleur

4:00pm – 7:00pm St Ella Creative Make Up Competition

4.30pm – 5.30pm “Intelligent Tips on Sustaining Youthful Prettiness” Workshop Part 2 by Vivi Ho

Special Thanks: AOB International



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16th May 2011 (Monday)

11am – 2pm

Nails Asia 2011 Malaysia

2pm – 2.45pm

“Intelligent Tips on Sustaining Youthful Prettiness” Workshop Part 3 by Vivi Ho

Special Thanks: AOB International

4pm – 5pm

IBD GELAC Nail Product Launching Ceremony

Hosted by Ms. Brenda Skernmont (professional from beauty and aesthetics industry)

5pm – 6pm

Beautang Meet the Fans Session with Amy Wang

17th May 2011 (Tuesday)

11am – 12.30pm

2011 IBE Hairdressers Awards – Grand Final

Commercial Style Category: Neue Kraft

2:00pm – 5:45pm

2011 IBE Hairdressers Awards – Grand Final

Fantasy Open Category: Ferne Heroine