

Immediate Release

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International Beauty Expo 2012

The Ever First-Launched 'Trade Buyer Incentive Program' for Beauty Trade Buyers

Malaysia most renowned and pioneer beauty exhibition, the International Beauty Expo (IBE) 2012, is set to return on 5-8 May 2012 at Kuala Lumpur Convention Centre! Celebrating its 6th anniversary, IBE 2012 is keen to embrace its' ultimate objective as the professional beauty exhibition that adheres to the incredible combination of four unique elements, which are trade, business, education and trend to tailors a perfect platform to expand your business opportunities.

This time, with a further expanded exhibition hall featuring 104,480 square feet which congregates up to 400 exhibition booths showcasing more than 300,000 products and services from five main established beauty thematic - Beauty, Cosmetics & Skincare, Spa & Wellness, Health & Nutrition, Weight Management and lastly, Hair & Nail Zone, visiting trade buyers are certainly nourished with latest industry's information and most cutting-edge beauty technologies, products and services.

This year around, with its 6 gigantic country pavilions—China Pavilion*^{NEW}, Hong Kong Pavilion*^{NEW}, India Pavilion*^{NEW}, South Korea Pavilion, Singapore Pavilion and Taiwan Pavilion, without travelling to other countries, visiting trade buyers to IBE 2012 are able to access to abundant ranges of innovative technologies, products, services and information. As well, pioneering trade buyers will definitely be able to outreach the on-hand beauty products and services that originated from other world leading beauty exporting countries, including Japan, France, German, Spain, Switzerland, England, Thailand, Indonesia, U.S.A and etc.

As an appreciation to all supporting parties, International Beauty Expo 2012 is launching the ever-first "Trade Buyer Incentive Program" in Malaysia, encouraging the participation of all local and overseas beauty industry's trade buyers to enjoy free accommodation in 4-star hotel. The offered

accommodation is located just 5 minutes walking distance from Kuala Lumpur Convention Centre, Malaysia. This program is especially designed for trade buyers, to experience the ease and convenience of a cost-effective business trip while visiting International Beauty Expo 2012 (5-8 May).

The registration for the "Trade Buyer Incentive Program" is now open online. By providing a series of travel privileges such as free hotel accommodation, complimentary entry passes to trade seminars and exhibition events, complimentary business matching services and etc to save on your travelling expenses and to facilitate your visit to International Beauty Expo 2012. This program is promising a rewarding business visit to International Beauty Expo 2012 (5-8 May 2012). The offered room is limited, and priority will only be given to early applicants. Do not miss this opportunity to grab a free hotel accommodation now!

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Interested beauty trade buyers may also contact:

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