



**FOR IMMEDIATE RELEASE**

**A SHARPED FOCUS ON MALAYSIA'S BEAUTY TRADE EXHIBITION**

KUALA LUMPUR, November 2013 – The 8<sup>th</sup> International Beauty Expo (IBE) 2014 had just launched its third year of Hosted Buyers Program, exclusively open to trade visitors who intend to pay visit to IBE 2014. IBE, the Most Acclaimed Business Platform for Beauty, Hair, Cosmetics, Nail and Spa Professionals, is ready to take place in the centre of its city, Kuala Lumpur Convention Centre, from May 17-20, 2014.

Targeting 350 global exhibitors and 25,000 global trade visitors, IBE had always anticipated to the growing momentum of Malaysia's MICE industry (Meetings, Incentives, Conventions & Exhibitions).

Malaysia had gradually risen to be known amongst the industry players of international businesses whom often travel to explore new business opportunities, and to source for the most innovative and latest products, services, brands, trends, tools & equipments, machineries and etc.

IBE Hosted Buyers Program is aiming to contribute towards setting Malaysia as one of the most significant trading hub in South East Asia. The program is target to gather high quality trade visitors from across Malaysia and the rest of the world to meet and conduct business activities with our global exhibitors. The program will offers complimentary 4-star hotel accommodation with Business Matching Services, and exclusive cash rebate as separates privileges to qualified applicants.

The eighth edition of IBE 2014 is set to be even bigger and better as plans are underway to expand the show even further. "The expansion of the IBE Hosted Buyers program is a strategic decision to ensure IBE 2014 continues to be a dynamic platform for exhibitors and buyers to conduct networking sessions and obtain business deals", says Mr. Johnson Lim, CEO of Elite Expo Sdn. Bhd. (The Organizer of IBE).

The two distinct privileges enable the hosted buyers to gain hassle-free business travelling experiences and to delivers to the buyers' needs. IBE Hosted Buyers Program is now open for registration at [http://elite.com.my/ibe/HBP/IBE\\_HBP.php](http://elite.com.my/ibe/HBP/IBE_HBP.php) or contact The Organizer at (603) 5891 1157. T&C Apply.

International Beauty Expo (IBE) 2014 – May 17-20, 2013 at Kuala Lumpur Convention Centre, Malaysia.

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International Beauty Expo  
国际美容展

五月

17 - 20 MAY 2014

Kuala Lumpur Convention Centre, MALAYSIA



Most Acclaimed Business Platform For Beauty . Hair . Cosmetics . Nail . Spa Professionals

For further information or images of the event, please contact:

Ms. Eva Tang

PR & Communications Department

Elite Expo Sdn Bhd

Tel : +603 58911157 ext 118

Fax : + 603 5891 1147

Email : [eva@elite.com.my](mailto:eva@elite.com.my)

Official Website : [www.ibe.my](http://www.ibe.my) | [www.elite.com.my](http://www.elite.com.my)