



**For Immediate Release**

**AN INTERNATIONAL PLATFORM TO ACHIEVE THE ULTIMATE FAME**

**AND GLORY FOR YOUR CAREER**

KUALA LUMPUR, FEBRUARY 2017: International Beauty Expo (IBE) is making a come back to get a grip of the centre of gravity, established as the most acclaimed beauty, hair, cosmetics, nail and spa exhibition in Malaysia. This year, with Malaysia Nail Technicians and Make Up Artists Association (MNTA) who are the most established and influential association in the related industry as the co-organizer for IBE International Awards, IBE are now all set to present you the three groundbreaking word-class awards in IBE 2017 – IBE International Hairdressing Awards, IBE Make-Up Artistry Awards, and IBE Nail Artistry Awards.

Set as the most challenging hair-design awards among the experts, IBE International Hairdressing Awards is formed after OMC (Organisation Mondiale Coiffure, World Hairdresser's Organisation) Hair World Championship's standards. IHA 2017 will be the ultimate platform for all hair designers to present their skills and to achieve greatest honor and awards which is highly acknowledge in their hairdressing career. Its sophisticate and unusual concept of the creations with inspired standards from OMC had remained the biggest attractions of this competition presented only in IBE 2017. For IBE Make-UP Artistry Awards 2017, we ensure that we provide the most exclusive awards in Malaysia's make-up industry by setting up a platform for artists to demonstrate their innovation concepts and by introducing themes that artist are able to perform their skills for various cultures' make-up as IBE Make-UP Artistry Awards 2017 is introducing Bridal Make-Up category (Theme: Indian Culture and Malay Culture). The introduction of these new categories vow to impress the industry with creative masterpieces by the professional artists. To further lighten up our fantastic lines of awards, IBE Nail Artistry Championship 2017, as the next most reputable nail art competition, artists



are given a platform to showcase and challenge their skills and creative aspects as there is more than 20 categories for the participant to breakthrough. This year, IBE 2017 introduces a new award category – IBE Technical and Vocational Education and Training (TVET) Skills Awards, as a training ground for students below 16 and a platform for them to experience world class awards at an earlier stage. TVET intend to open up opportunities to students who are inclined to science and technology to meet the manpower requirement of the nation's industry. To achieve this, the Technical and Vocational Education Division offers programs that allow talented students to be semi-professional in various technical and engineering fields which include, Malaysian Arts School. This awards aim to provide students with big dreams a platform of opportunity to gain exposure to their related industry for a bright future.

“IBE 2017 expected a total turn up of at least 600 entries for IBE International Hairdressing Awards, IBE Make-Up Artistry Awards, IBE Nail Artistry Championship and IBE TVET Skills Awards which we believe it will definitely surpass all previous records”, says Mr. Johnson Lim, the CEO of Elite Expo Sdn Bhd. IBE 2016 is open from 6 – 9 May 2016, 11am – 7pm at Kuala Lumpur Convention Centre (KLCC). All the 4 awards are now open for registration with early bird promotion before 31 March 2017; contestant can get the participation form at: [www.ibe.my](http://www.ibe.my) or call 603- 5891 1157 ext 118 for more information.

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For more inquiries, kindly contact the organizer at

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