



12 - 15 MAY 2019

KL CONVENTION CENTRE



ONE STOP SOLUTIONS BEAUTY TRADING EMPIRE

For Immediate Release

**International Beauty Expo 2019 – One Stop Solutions Beauty Trading Empire
for Industry Players to Establish Quality Business Networks**

Kuala Lumpur, April 2019: International Beauty Expo – Malaysia most acclaimed beauty exhibition that act as a business platform in creating mass opportunities and trading platform for exhibitors and quality buyers to foster solid networks. Held at the heart of Kuala Lumpur, IBE has the cutting edge in attracting thousands of exhibitors and quality buyers into this highly influential fair. Accompanied by the latest products, services, tools and machineries, IBE has steadily attracted high sales lead platform, forming as the most essential sourcing, branding and trading hub in Southeast Asia Region. Happening on the 12 – 15 May 2019 at Kuala Lumpur Convention Centre, IBE will once again be gathering more than 10 countries of exhibitors in International Beauty Expo 2019, providing an one stop solutions platform for all industry players such as, Korea, Taiwan, Indonesia, Pakistan, Hong Kong, China, Japan, Singapore, Thailand, Russia, Malaysia and more!

This year without fail, IBE 2019 has received continuous and immense supports from various Malaysia Governmental Authorities such as Malaysia Tourism Promotion Board, Malaysia Convention & Exhibition Bureau (MyCEB) and Department of Skills Development (JPK). In the same time, IBE 2019 is endorsed by Malaysia External Trade Development Corporation (MATRADE). Elite Expo appreciates the consistent support shown by these Governmental parties that has led to the success of this exhibition.

Adding glitz to this trade exhibition, a series of programs such as exclusive hair and makeup runway show, educational seminars, technical workshops, international competition and hosted buyers program will be held during the four days of exhibition. IBE 2019 will be introducing new programs this year to elevate the exhibition ahead of others while establishing a one stop solution beauty trading platform for industry players to source for their ideal products, services, tools and machinery.

IBE Grandeur Opening Ceremony with Hair Art Runway Show

This year, IBE will be collaborating with Malaysia renowned hairdressing association – Malaysia Hairdressing Association (MHA) to present a mesmerizing opening ceremony and hair shows that features masters and artists masterpieces. This year, aim to present an eye – widening opening ceremony and stage shows, IBE will in cooperate makeup, hair and lifestyle element in the same platform, bringing glitters and colors to the opening ceremony. In conjunction with the 13th anniversary of IBE, IBE will be inviting a total of thirteen (13) international celebrity hair artists, models and designers respectively, presenting the most significant stage program to commence IBE 2019.

One Destination, World's Country Products

Aim to establish as one of the strongest and most acclaimed beauty trading platform, IBE 2019 has once again strengthen its' country pavilion, by expanding it even larger. From the overwhelming positive responses for country pavilion in the previous years, IBE 2019 will be offering the industry players largest Korea Pavilion, Taiwan Pavilion Indonesia and China country pavilion. With the formation of these country pavilion, it will surely form a platform for wholesalers, retailers, distributors and others to source for the latest products, tools and machinery from this beauty leader countries. Not only that, IBE 2019 will also have exhibitors from Singapore, Japan, Hong Kong, Pakistan, Russia, Thailand and other that will be showcasing their latest products, skills and technology in their respective country.

Runway to Success – IBE International Hair, Make Up and Nail Artistry Awards

Working abreast with Malaysia most influential make up and nail association – Malaysian Nail Technicians and Make Up Artists Association (MNTA), IBE 2019 aims to build a platform not only for talents around the world to



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compete for skills and creativity, it is also to build a ground for talents to have opportunity to get more exposure to the industry, exposing their skills under the lime light for a better prospect and future.

Moreover, IBE has also collaborate with Malaysian Hairdressing Association (MHA) in organizing the long awaited IBE International Hairdressing Awards, once again presenting the stage of fame for the hair industry. Unlike from the previous year, IBE International Hairdressing Awards will be presenting Commercial Trend Cut and Color, Artistic Trend Cut and Color with both female and male division for each category.

Other than that, due to overwhelming response from IBE 2018 Technicians Vocational Education and Training (TVET) Awards, IBE 2019 will continue to hold this competition, aiming to provide the younger generation a platform to gain experience through international competition, and to express their creativity for the advancement of skills and techniques. In order to successfully cultivate the younger generation, Technical and Vocational Education Division (Ministry of Education Malaysia) has been showing their kind support to TVET Awards, giving perpetual support to IBE to cultivate the passion of the younger generation.

"IBE 2019 expected a turn up of at least 600 entries for the three main challenging awards and we believe that it will be a record-breaking phenomenon, surpassing the previous years" says Mr. Johnson Lim, the CEO of Elite Expo Sdn Bhd.

Supported by a majority of existing international exhibitors, IBE retains its aptitude in creating a perfect platform for unlimited business and brands development. Having a team of Professional Exhibition Organizer (PEO), IBE is confident in sustaining the momentum to be at the top of MICE (meeting, incentives, conventions & exhibitions) industry. In order to target more local and overseas buyers to source for the latest professional products, services, brands, trends, machines, tools & equipment at IBE, organizer grabs in hands all opportunities to implement strategic planning that leads to worldwide promotions.

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