



UBM

Announcing the return of the highly anticipated beauty trade event of the year

Kuala Lumpur, 25 August 2017: The largest gathering of beauty trade professionals returns to Malaysia with an even bigger showcase of international products, trends and innovation. Organised by UBM Asia, **beautyexpo**'17 boasts over 460 international companies and pavilions including Australia, Japan, Korea and Thailand and nearly 20,000 visitors expected to converge over four days for business, networking and a world class knowledge programme. In addition, the Asia Pacific Hairdresser and Cosmetology Association (APHCA) will once again join forces with UBM to introduce the International Mastery Award for beauty professionals.

To provide a seamless experience for trade buyers, **beautyexpo**'17 features 6 dedicated zones including Beauty Salon, Hair Salon, Make-up & Education, Nail Salon, Health & Wellness, and Halal & Bumiputera Cosmetic. The specialized categories provides an even more efficient process for searching potential business opportunities and provides buyers with a more focused approach in sourcing new beauty products. In line with its mission to become a knowledge hub, **beautyexpo** is more than just a trade show. The four highly charged days are packed with demonstrations and workshops designed to facilitate discussion between leading experts and industry professionals. The cutting edge seminar programme provides thought provoking sessions on industry insights and addresses the topical trends in the market. In addition a unique business matching platform offers a highly efficient and personalised platform for exhibitors and visitors to meet and make the right connections. Other attractive show highlights include the awe inspiring catwalk where models show off the latest in hair and make-up, live demonstrations, charity haircutting studio and international competitions to search for the next rising talent.

A Series of International Competitions – International Mastery Award

beautyexpo is proud to announce the launch of the International Mastery Award (IMA) for aspiring artists to compete and shine at a global level. International Hair and Make Up Award, co-organised by Asia Pacific Hairdressers & Cosmetologist Association (APHCA) Malaysia and Bumiputera Hairdressers Association (BUHA) and supported by Malaysia Bumiputera Makeup Artist Association (MBMUAA) is the perfect platform for hair and makeup artists to showcase their skills and be recognised for their achievements. Global Nail Cup, sponsored by Odyssey Nail Systems is one of the largest nail competitions in the world with over 1,400 registrants from 27 countries in 2013. This competition aims to gather nail artists all over the world to network and share their passion for nail and the industry.

beautyexpo'17 is a free-to-attend event which will be held from 6 - 9 October at Kuala Lumpur Convention Centre. For more information and exhibitor list visit www.beautyexpo.com.my

Notes for editor:



beautyexpo is the leading and longest running event for the beauty industry in Malaysia and the region, participants at the 2016 edition of Beauty Expo will be able to experience more than just a trade show. With over 500 participating brands representing over 21 countries, bringing together the very best in beauty and wellness products from skincare products, cosmetics, nail care, bath, body and oral hygiene to packaging, ingredients, machinery and accessories. The event attracts over 17,000 visitors annually including wholesalers, distributors, agents and retailers of beauty and related products, owners of beauty salons, hair salons, nail salons and spas, stylists, make-up artists, beauty consultants, therapists, dermatologists, pharmacists and aesthetic doctors, sourcing managers, procurement heads, R&D managers and purchasing managers, and many others! For more information, visit www.beautyexpo.com.my

About UBM Asia – the show organiser (www.ubmasia.com)

We Create Business For You



UBM

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and with a track record spanning over 30 years. UBM Asia operates in 21 market sectors with 160 dynamic face-to-face exhibitions, 75 high-level professional conferences, 28 targeted trade publications, 18 round-the-clock vertical portals and virtual event services for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a non-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing B2B events markets. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with over 50 events in this region.

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