

BEAUTYEXPO DEBUTS CHARITABLE INITIATIVE FOR ITS 15TH ANNIVERSARY

Kuala Lumpur, August 25: **beautyexpo**, which takes place from the 16th-19th October 2015, today unveiled an exciting line up of events and speakers for its 15th edition. The largest beauty show in Malaysia highlighted the educational programme as well as its new charitable initiative to demonstrate beauty on the outside as well as from within.

‘Beauty with a Soul’ is a new initiative whereby past years hair competition winners will be offering a ‘power trim to visitors in under 20 minutes for a donation. All proceeds will go to charity’ said Khush Kazmi, Project Director, UBM Asia. ‘This event is designed to create awareness for those that are in need and also make it engaging for our visitors’. **beautyexpo** is the largest to date and promises to unveil international products and services over four days. Mak Weng Kit, organizer of **beautyexpo** said: The show is even bigger and better with over 25,000 visitors expected with 6 country pavilions and 550 exhibitors representing 12 companies. There is a lot of choice all under one roof for visitors to explore and make informed decisions.’

This year's **beautyexpo** will be collocated alongside Asia's Esthetic Skincare Expo, an event by invitation only for all members of the beauty trade industry. With a heavy schedule of industry-relevant seminars, AES is set to debut multiple new products, as well as a business matchmaking programme that will increase awareness of the exhibiting brands among beauty's top senior buyers.

In her opening remarks Project Director Khush Kazmi stated that ‘UBM is committed more than ever to focus on ensuring maximum ROI for their exhibitors and visitors through our strong promotional campaign and our strong educational content which demonstrates our focus on ensuring trade professionals are staying ahead in terms of their industry knowledge. This year we are extremely delighted to welcome renowned philanthropist, Ybhg Datin Winnie Loo who will discuss the merits of brand awareness, Dr. Aarthi Maria Francis who will talk about the popular Platelet Rich Plasma treatment for skin rejuvenation. In addition, we are pleased to welcome Ms. Megan Soo, National President of SME International Trade Association of Malaysia SMITA who will inform visitors about the impact of the AEC on the beauty industry.

beautyexpo and AES will take place from the 16 to 19 October 2015 at the KL Convention Centre in Kuala Lumpur, Malaysia.

Notes to Editor:

About UBM Asia (www.ubmasia.com)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is the largest trade show organiser in Asia and the largest commercial organiser in China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global network of 30 offices and 1,300 staff in 24 major cities. We operate in 20 market sectors with 230 exhibitions and conferences, 23 trade publications, 20 online products for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world.

Media Contact:

Ms Genie Gan

Project Executive

UBM Malaysia

Tel: +603 2176 8716 Email: genie.gan@ubm.com