

## **UBM puts focus on premium skincare at beautyexpo Malaysia.**

Kuala Lumpur, Malaysia, February 12, 2015--- To celebrate the recent joint partnership announcement between UBM and Interexpo, **UBM** is set to co-locate its premium skincare show, Asia's Esthetic & Skincare Expo (AES), alongside the recently acquired **beautyexpo**, the largest and longest running beauty exhibition in Malaysia now in its 15<sup>th</sup> year.

AES Expo will showcase high end, international brands to a pre-qualified audience. Now in its 3<sup>rd</sup> year the exclusive event will be by invitation only and the unique VIP Buyers programme will further enhance business partnerships and allow exhibitors to meet with senior level buyers. In addition, to inspire and inform visitors a series of educational sessions are also available in the show's extensive professional education programme. Presentations will include topics covering the impact on the beauty industry of the ASEAN Economic Community as well as the new innovations and trends in the market. Led by the most renowned experts in their field the programme is designed to make sure attendees stay ahead of industry issues

Highlights of AES include brand new pavilions including organic ingredients as well as a halal pavilion. In addition knowledge workshops will further enhance learning and development for visitors. The workshops will cater for the needs of the senior level decision makers who will be invited to attend to discuss the crucial challenges personal care professionals are facing today.

"As demand for high quality products increases in Malaysia, AES Expo is the perfect platform to bring together leading brands. The show's unique business matchmaking programme is designed to allow each exhibitor to have guaranteed face to face meetings with senior level buyers in a highly structured format. AES expo is a hub for beauty owners of premium brands and all beauty industry specialists to connect, learn and network. " Said M Gandhi, Managing Director, UBM ASEAN Business.

Asia's Esthetic & Skincare Expo will be co-located alongside **beautyexpo** and will take place at the Kuala Lumpur Convention Centre from 16-19 October in Kuala Lumpur, Malaysia.

Notes to the editors:

**beauty**expo and AES Expo is organised by UBM Asia and Interexpo

About UBM Asia Ltd

(<http://www.ubmasia.com>)

Owned by UBM plc listed on the London Stock Exchange, UBM Asia operates in 19 market sectors with headquarters in Hong Kong and subsidiary companies across Asia. As Asia's leading exhibition organiser, we stage the leading events of their kind across the region. Our 200 events, 24 publications and 16 vertical portals serve over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant market news and industry trends, and round-the-clock online trading networks and sourcing platforms. We have over 1,500 staff in 25 major cities across Asia, stretching from Japan to Turkey.

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