

PRESS RELEASE

The largest beauty show in Malaysia opens its doors

Kuala Lumpur, Malaysia, October 16, 2015---The country's most established beauty event, **beautyexpo**, has opened its doors today with over 500 exhibiting brands representing 12 countries, and over 25 leading industry speakers offering insights into current trends in the market. The show was inaugurated today by YBhg. Dato' Dzulkifli Mahmud, Chief Executive Officer of MATRADE. "The beauty industry has huge potential as a revenue earner and thus it is time for Malaysia to boost its participation in the sector and gain recognition in the international arena" he commented. The longest running exhibition is celebrating its 15th year and will be a melting pot of beauty products, ideas and inspiration for buyers all looking to find new partnerships and enhance their own product lines. **beautyexpo** will take place from 16-19 October 2015 at KL Convention centre.

Despite the economic challenges, the higher personal hygiene standards and raising awareness of personal grooming have ensured the beauty industry is always thriving. Good news for brands, both local and international, to increase sales in the country, by educating consumers, tapping into the latest trends and developing unique new products. **beautyexpo** will be the perfect platform for business to take place as buyers and suppliers come together for their annual gathering. As always, the exhibition will be rich in experiences with plenty of opportunities for visitors to network with existing contacts, while meeting new suppliers. M. Gandhi, Managing Director, UBM Asia, ASEAN Business, commented: " Our business matchmaking service ensures we work closely with all exhibitors to help them make the most of their business objectives. This will help them all to make the most of their investment and secure future business at the event."

The organisers are expecting more than 25,000 visitors coming through the doors to delve into the comprehensive showcase of innovative products in all areas of cosmetics and personal care, spa and wellness, packaging and professional hair. "The strong turnout today is indicative of the importance of the show in the country," said M. Gandhi. "**beautyexpo** continues to expand, innovate and remains the largest event for the beauty industry in Malaysia."

To commemorate its 15th anniversary, **beautyexpo** has numerous events and activities in store for visitors. The four day exhibition will host a new charitable initiative by UBM: 'Beauty with a Soul', whereby visitors will be able to get a 20 minute hair trim with a donation of just 20 ringgits by award winning stylists. All proceeds will go to charity. Other activities also include the eagerly awaited APHCA National Hair and Make Up Competition and celebrity hair shows from Alex Lim and Michael Poh.

Held alongside **beautyexpo**, Asia's Esthetic Skincare Expo (AES) returns for its third edition. The premier beauty event, by invitation only, will welcome the beauty industries elite and offer senior decision makers the chance to sample high end beauty products in a focused business environment. Educational sessions will also provide insight into important topics with an exciting line-up of industry veterans and speakers including renowned hairstylist and philanthropist, Datin Winnie Loo, who will discuss the merits of branding. A key component of the trade programme is



the business matching programme at AES designed to give exhibitors and high-profile visitors the opportunity to meet and engage in pre-scheduled one-on-one meetings. This allows for highly effective connections between buyers and sellers during the show. Buyers will have the chance to meet with exhibiting companies from Poland, the Middle East and Korea including local premium companies.

Beautyexpo and AES will be taking place from the 16-19 October 2015 at the KL Convention Centre from 10am to 7pm. For more information please visit www.beautyexpo.com.my and www.aesexpo.com.my.

Notes to the editors:

Beautyexpo and AES Expo is organised by UBM Asia and Interexpo

About UBM Asia Ltd

(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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