

## **beautyexpo** closes with an increase in visitor numbers

Kuala Lumpur, Malaysia, October 16, 2015---The 15<sup>th</sup> edition of the largest beauty show in Malaysia, **beautyexpo**, closed last week with a 7% increase in visitor numbers compared to the previous year. **beautyexpo** was held from 16-19 October 2015 at KL Convention Centre attracting 17,568 unique visitors and occupying 10,000sqm of exhibition space. “Against the backdrop of challenging global economic conditions, the significant turnout and participation from exhibitors is a strong reflection on how strong the beauty industry is in Malaysia.’ Said M. Gandhi, Managing Director, UBM Asia, ASEAN Business. “**beautyexpo** will continue to grow in strength and be the annual meeting point for all beauty industry professionals,’ he said.

Dato' Dzulkifli Mahmud, CEO, Matrade, inaugurated the show and presented a token of appreciation to all supporting associations including TAITRA, Spa & Wellness Association Singapore, CTFA, SMITA and AMSPA including guest speakers, renowned philanthropist Datin Winnie Loo and Dr. Aarthi Francis. “The beauty industry has huge potential as a revenue earner and thus it is time for Malaysia to boost its participation in this sector” said Dato' Dzulkifli. The four day show offered a wide variety of events, demonstrations, seminars as well as the APHCA Hair and Make competition with the Top Academy Award won by Snips Academy College of Creative Arts who walked away with the top cash prize of 5,000MYR. Celebrity hair stylists Michael Poh and Alex Lim once again delighted the crowds with their spectacular performances and catwalk choreography and showcased the latest hair trends. Sense and Style Beauty Academy also presented their makeup & nail competition entitled: Alive with Colours. Graduates of the academy took part to unveil their latest creations and showcase their work at **beautyexpo**.

To commemorate the 15<sup>th</sup> anniversary of **beautyexpo**, Beauty with a Soul was launched. The charitable initiative was supported by award winning stylists who offered visitors a free trim in exchange for a donation. Over 3,000 MYR was raised in a few hours and all proceeds went to the Budimas Charitable Foundation, a non-governmental organisation, providing the well-being of orphans and underprivileged children in Malaysia. “We hope that through this collaboration with **beautyexpo**, public will be more aware of that many children out there are still suffering and need our help to improve their living environment” said Anne Rajasaikaran, Principal Officer, The Budimas Charitable Foundation.

Despite a challenging economy business was still the main focus at **beautyexpo**. Exhibitors reported excellent results and high satisfaction. Their expectation of meeting new prospective customers was widely met thanks to the business matchmaking service and strong networking opportunities. Gloria Tan, President, Spa & Wellness Association, Singapore commented: “We find **beautyexpo** to be one of the Best Shows in this region. SWAS has been leading the Singapore pavilion to participate in this show for more than 8 years and the feedback from most of the exhibitors has been positive. As Malaysia remains a major market for many Singapore companies, we are convinced that this show is one of the best trading platform for Singapore exhibitors to continue to engage this mammoth market”.

The 16th edition of **beautyexpo** will be held from 14-17 October 2016 at the KL Convention Centre, Kuala Lumpur.

About UBM Asia Ltd

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For press enquiries please contact:

Ms June Loh  
[june.loh@ubm.com](mailto:june.loh@ubm.com)  
+60 3 2176 8788

