

PRESS RELEASE

INDUSTRY NETWORKING & MEDIA PREVIEW SETS THE STAGE FOR BEAUTYEXPO & COSMOBEAUTÉ MALAYSIA 2024

*Exclusive First Look at the Future of Beauty Innovation and Networking Opportunities at
Southeast Asia's Premier Beauty Exhibition*

KUALA LUMPUR, 6 SEPTEMBER 2024 – Today, top beauty industry professionals gathered at the Kuala Lumpur Convention Centre (KLCC) for an exclusive Industry Networking and Media Preview of beautyexpo & Cosmobeauté Malaysia 2024. This preview sets the stage for the highly anticipated 22nd edition of beautyexpo & 19th edition of Cosmobeauté Malaysia, scheduled for 2 – 5 October 2024, at KL Convention Centre.

Aimed to unite industry professionals, exhibitors, and media representatives, this preview showcased event highlights while providing a robust platform for networking and collaboration. Attendees had the unique opportunity to connect with key players in the beauty sector, explore the latest trends, and gain insights into the exciting lineup planned for beautyexpo & Cosmobeauté Malaysia 2024.

"We're glad to take this opportunity to bring together professionals from the beauty industry for this exclusive preview event, designed to foster valuable connections and keep you at the forefront of the ever-evolving beauty landscape. beautyexpo & Cosmobeauté Malaysia 2024 is poised to be our biggest and most impactful edition yet, and we are excited to share our vision and plans with the industry," said Kelie Lim, Deputy Event Director of Informa Markets Malaysia.

Key stakeholders, including the Malaysia Convention & Exhibition Bureau (MyCEB) and the Halal Development Corporation (HDC) as supporting partners of beautyexpo & Cosmobeauté Malaysia 2024, were introduced at the event. Their involvement this year highlighted their commitment to advancing the beauty industry and fostering collaboration among professionals. The organisers expressed their gratitude to MyCEB and HDC for their invaluable contributions to the event's success, as their support was instrumental in creating a platform for industry professionals to network, share knowledge, and explore new opportunities for growth and collaboration.

"We are excited to be part of this event and eagerly anticipate welcoming everyone to beautyexpo & Cosmobeauté Malaysia 2024. As the leading authority in the aesthetic industry, AICA is proud to host a seminar session on 'The Importance of Insurance in the Aesthetic Industry' during the event this October, and we invite you to join us for this insightful discussion," said Prof Dr. Ng Wee Kiong, President of AICA.

beautyexpo & Cosmobeauté Malaysia 2024 will feature an array of prestigious competitions, showcasing top talent across various beauty disciplines. The inaugural **Bloom & Groom: Skin Management Competition** takes centre stage this year, offering prizes worth up to RM 100,000. Exclusively sponsored by Quarz and organised in collaboration with KABTAC and PAMM, this competition invites industry professionals to demonstrate their expertise in skin management.

Hair professionals will shine at the **International Mastery Hair Competition (IMHC)**, co-organised with APHCA Malaysia and sponsored by Midan, providing a platform for hairstylists to showcase their creativity and technical skills. The excitement continues with the **Asia Glory Hair Awards**, a collaborative effort between MHA and UAHA.

"The International Mastery Hair Competition (IMHC) showcases the highest level of hairdressing talent in our region. This competition not only recognises excellence but also pushes the boundaries of creativity in our industry," said Airene Wong, President of APHCA - Malaysia.

Rounding out the competitive offerings is the **4th Malaysia Glory Cup International Beauty Competition**, organised by Youshine and hosted by Informa Markets Malaysia. This competition highlights the exceptional talent within the beauty industry, allowing participants to showcase their skills in three key categories: Nail, Eyelash, and Embroidery.

The preview event unveiled a comprehensive programme giving attendees a thorough understanding of beautyexpo & Cosmobeauté Malaysia 2024. Stakeholders shared insights into emerging beauty trends and addressed critical topics such as sustainability in the beauty industry.

The organiser would also like to take this opportunity to express their sincere gratitude to Quarz, Midan, and Unique Aesthetic for exclusively sponsoring the events that will be held in conjunction with beautyexpo & Cosmobeauté Malaysia 2024. Their generous support is instrumental in making this event a resounding success and providing valuable experiences for all attendees.

beautyexpo & Cosmobeauté Malaysia 2024 is expected to host over 400 exhibitors from 15 countries and regions, including, but not limited to, leading brands from Malaysia, Australia, Mainland China, Hong Kong, India, Indonesia, Ireland, Japan, Korea, Singapore, Taiwan, and Thailand. The event will cover the full spectrum of the beauty industry, including aesthetics & spa, hair & nail, OEM/ODM, professional products, and skincare. Amongst the exhibitors are beleap, Dermalogica, Dr Belter, Jyunka, Kala Image, Magicboo, PCQ Hair & Beauty Products, Skeyndor, SkinOrigin, Thalgo, Youshine and many more.

By Informa Markets

Beauty professionals are encouraged to seize this opportunity to forge valuable connections, gain expert insights, and stay ahead in the ever-evolving beauty landscape. Register your visit now at <https://bit.ly/becbm24visreg-previewpr>.

To exhibit at beautyexpo & Cosmobeauté Malaysia, please email info.becbm@informa.com.

Visit our official websites:

<https://www.beautyexpo.com.my/> and <https://www.cosmobeauteasia.com/malaysia/>

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NOTES TO EDITORS:

ABOUT INFORMA MARKETS (www.informamarkets.com)

Informa Markets on Beauty segment has an extensive network powered by B2B events across 11 cities in Asia (Bangkok, Chengdu, Ho Chi Minh City, Hong Kong, Jakarta, Kuala Lumpur, Manila, Mumbai, Shanghai, Shenzhen, and Tokyo), the world's fastest-growing markets. By further expanding its strength, the Beauty Portfolio now includes a new B2B event in Miami serving the East Coast and USA, South America, and Caribbean Islands regions.

beautyexpo & Cosmobeauté Malaysia is organised by Informa Markets, a division of Informa plc. Informa Markets creates platforms for industries and specialist markets to trade, innovate and grow. Our portfolio is comprised of more than 550 international B2B events and brands in markets including Healthcare & Pharmaceuticals, Infrastructure, Construction & Real Estate, Fashion & Apparel, Hospitality, Food & Beverage, and Health & Nutrition, among others. We provide customers and partners around the globe with opportunities to engage, experience, and do business through face-to-face exhibitions, specialist digital content, and actionable data solutions. As the world's leading exhibitions organiser, we bring a diverse range of specialist markets to life, unlocking opportunities and helping them to thrive 365 days of the year. For more information, please visit www.informamarkets.com.

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