



*Beauty
2002*

Malaysia's Most
Important and Largest
Beauty & Hair Event is BACK!

马来西亚最具魅力美容与美发展重现!

Exhibition & Conference

18 - 21 October 2002

(Friday to Monday)

Putra World Trade Centre

Kuala Lumpur, Malaysia

11.00 am to 7.00 pm

2002年10月18日至21

(星期五至星期日)

太子世界贸易中心

吉隆坡, 马来西亚

早晨11.00至傍晚7.00

The Only Proven
Beauty & Hair Event
That Generates
Business for You!

唯独此美容美发盛事被确认能提升您的业绩

www.interexpo-my.com/beauty

An **interexpo** Event

DO YOU KNOW...

The definition of Beauty varies across time and culture. In the Tang Dynasty (0618AD-0906AD), foot-binding for women was regarded a beauty trait among the Chinese. During the Victorian era, men would be most attracted to women with full and voluptuous figures. In the 1700s, corsets were worn by the majority of European women to enhance the hour-glass figure.

Women globally continue to seek information, education and updates on beauty merchandise that would help improve their appearances to satisfy the expectations of Beauty in this new millennium.

Beauty 2002 invites you to help your customers nurture the gift of Beauty from within.

The success of Beauty 2001 inaugural show will bring about a more alluring Beauty 2002 event.

Beauty 2002 is the platform for you to showcase, launch, demonstrate, conduct workshops and sell your products and services. If you are involved in the beauty business, you should be there!



GENERATE YOUR BUSINESS

- It is the only event in Malaysia dedicated to the business of Beauty and Hair.
- It is your ultimate marketing tool that will connect you to your intended market in Malaysia and abroad.
- It is participated by leaders in the beauty industry, so you will be able to gain exposure and be seen as a player among the leaders in the beauty industry.
- It is the ideal place to meet your key customers and business partners face-to-face.
- It is your opportunity to build business relationships with leading beauticians and hair artists and have your definition of beauty delivered to your targeted customers.

CONFERENCE

Beauty 2002 conference is the ultimate meeting point for people with the aptitude for Beauty.

The Beauty 2002 conference offers delegates insights into trends, directions and business opportunities in the Beauty industry. For end-users, it offers insights into the innovations and benefits of beauty products and services.

If you are looking for a speaking opportunity or to attend the Conference, we will be happy to hear from you.



您知道吗...

娇美的定义在不同的时间及文化里有其差异的诠释。古代中国唐朝时代包缠足踝成小脚的妇女视为美媚的象征。在维多利亚世纪，男人认为比他们超重50磅的女性为理想丰满与美艳的对象。在十七世纪，多数欧洲女性都穿戴束腹胸衣来衬托她们苗条的体型。

全世界的女性都不断的费尽心思来改进她们的外表以满足现代潮流娇美的要求。

娇美2002让您协助您的顾客培育其所赐的娇美。

首届娇美2001的圆满成功将带来更迷人的娇美2002盛事。

娇美2002是您展示、创见、示范、举办、交流会及售产品与服务的台阶。

如果您在从事有关美容美发的行业，您更应参加。



令您的业务生意蒸蒸日上

- 马来西亚唯独献于美容美发之盛事。
- 联系您与海内外属意市场的主要销售管道。
- 美容美发界领域的叱咤人物都参与其盛，因此您将获增见闻，并被视为美容美发界里众显赫人物之一。
- 与您的主要顾客及业务伙伴面商的最佳理想场所。
- 传达您对娇美的定义于所属意的顾客，同时亦与著名的美容师及美发师建立密切关系的商机。



研讨会

娇美2002研讨会是美容美发资质才高人士最佳交流的场所。

娇美2002研讨会提供参考于代表对美容美发业界之趋势、方向及商机的顿悟。同时，亦为消费者增阔对美容美发产品及服务之创新和优点的视野。

如果您想成为研讨会的演讲者，我们无任欢迎您前来洽谈。

向群众展开的促销活动

我们采用具有过往见效的促销运作和创新方式，合并成专注且又广泛的活动来促销此美容美发盛事。

刊载广告与专栏选稿

拥有众多读者的有关美容美发之商业及消费杂志和广泛流传的报章刊物以确保娇美2002尽获知名度。

特约邀请

个别的邀约出席盛会请柬将寄给被提名指定的采购者。

直邮传单

我们从过往的展销会、商业机构及专业公司获取马来西亚概括业界的公会、团体及采购者的资料库，可直接传达有关讯息至业者的决策人员。

网际网页

最新与振奋的资讯会不断地在网页输送。我们的调查统计显示很多采购者都喜欢浏览我们的网页登记出席此盛会。

电话促销 / 直接拜访

於盛会前几周，由专人组队亲自拜访著名的美容师及美发师，并传达此美容美发界盛会之重要及益处。

邀请信函 / 促销贴纸

免费提供给所有的参展商，他们可把促销贴纸应用在他们的账单、信函及其他各类文件以提升此盛会的知名度。

娱兴舞台

舞台继续充满色彩、音乐和动作，呈献竞赛项目，现场示范，美发表演，时装表演及许许多多赏心悦目的节目。



参展商类别

提供以下产品及服务业者：

护肤品与化妆品

芬芳香氛，香疗法，以及各类有关促进体形（容貌）外表的产品与服务。

护发产品，用具及仪器

洗发精，护发素，秀发饰，润发液，美发潮流，卷曲与顺直发剂。

蒸气浴，健身护理与口腔卫生

卫生护理，口腔卫生，洁面霜及乳胶。

修甲与表皮护理

护甲油及各有关美甲产品与服务。

保健，滋补食品，健美体形

瘦身中心，家庭电子瘦身仪器，健康浴，及配药，体操俱乐室，纹面，矫正手术，言行仪态课程。

健康浴与香氛疗法

各类健康浴与香氛疗程中心，产品，服务及仪器。

原产品与包装

各类原产品供应商及合约字早上制造商。



EXHIBITION STAND PACKAGE 展销摊位订价

More than 50% of exhibit space was taken up during Beauty 2001! Book your exhibit space NOW to avoid disappointment

超过50%展销摊位已在娇美2001开展期间被预先预订。现在就即刻预订摊位，以免向隅。

Whatever your space or exhibit requirements, we have just the options:

TWO expandable flexi-options for you to choose

OR we will be pleased to package one just for you!

无论怎样的展览需求，我们拥有两类可扩张变换的摊位供选择，或者我们亦很乐意为您特制包办。



RAW SPACE OPTION (Minimum 18m²)

展览空间 (至少18平方米)

Bare space only, ideal for large space exhibitors who wish to build their own concept
只是展览空间而已，非常适合需要广阔空间以兴建个别摊位设计构思的参展商。

RM688 / USD 310* per m², excluding GST**
每平方米 688马币 / 310美金，不包括政府税金。



SHELL SCHEME OPTION (Minimum 12m²)

标准装璜摊位 (至少12平方米)

Most popular single space option, includes wall partition, carpet, table, chair, fluorescent tubes, power point and fascia with company name.

最受欢迎摊位选择，包括墙板、地毯、桌椅、电灯、插座及贴有公司宝号的牌匾。

RM788 / USD 340* per m² excluding GST**
每平方米 788马币 / 340美金，不包括政府税金。

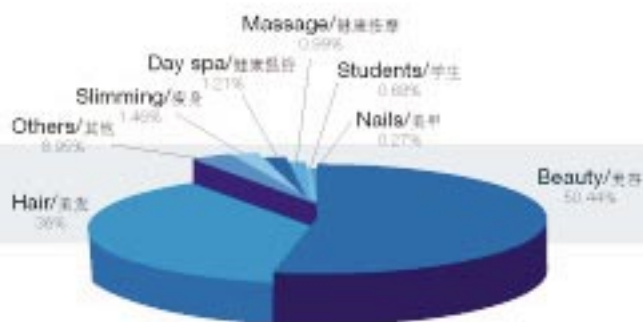


* All foreign participant will be charged in USD
所有外国参展者将以美金计算。

** GST : Malaysia has a 5% government service tax
GST : 马来西亚之5%政府税金

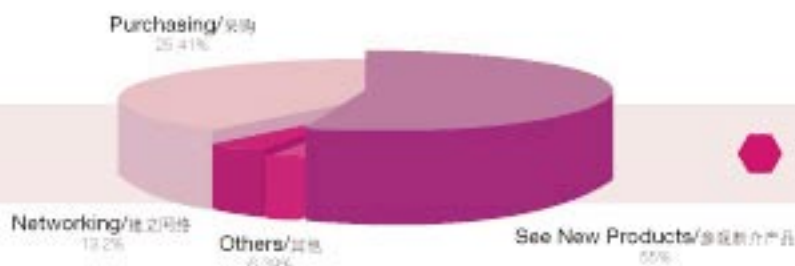
VISITORS STATISTICS OF BEAUTY 2001 UNVEILED

娇美2001参观者统计表



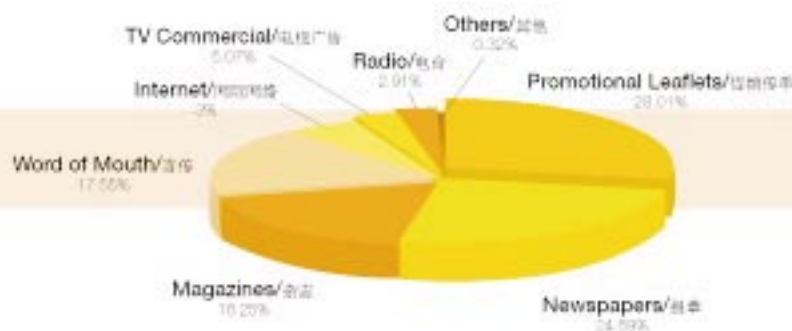
Industry Category 行业分类

Job Title 阶职



Main Reason for Attending 主要参观因由

How Visitors Learnt About This Event
参观者如何得知此盛会



VENUE 地点



Putra World Trade Centre (PWTC) is a world-class venue with excellent facilities for major exhibition and conference events. The PWTC is within close proximity to a number of international class hotels and shopping centres. The complex itself provides services such as banking, postal, travel bureau and restaurants.

太子世界贸易中心 (PWTC) 是一个拥有优越设备举办盛会的世界级展览场所。PWTC 与数间国际水准酒店及购物广场相隔甚近。场内设有各类如银行、邮局、旅行社及餐馆。

THE ORGANIZERS 主办机构



The Cosmetic, Toiletry and Fragrance Association (CTFA) was established in 1974 to promote trust and confidence in the cosmetics and personal care industry and to insure that regulations are minimised and internationally harmonised so that the industry will grow from strength to strength through self-regulation.

As an association that provides avenues for the benefit and welfare of all members to promote and protect their mutual interest, and providing the means for mutual co-operation and promotion of goodwill amongst its members, CTFA is co-organizing Beauty 2002, an exhibition and conference that encompass cosmetics and personal care products.

CTFA is also constantly working for the maintenance of fair practices by stores and shops, infusing and coordinating public service, educational and government affairs activities, besides providing a full range of services to support the industry's needs and interest in scientific, legal, regulatory, legislative matters that may affect the industry as a whole. Currently, with 66 members comprising of manufacturers and distributors of personal care products, CTFA is the voice of its members and the industry at official and unofficial committees, council and conference.

化妆商品、卫生护理及香氛协会成立于1974年。其宗旨是促进化妆商品及个人护理行业的信赖，并且确保条例简化及国际性的融合，令此行业在自我管束下增长得更加强健。作为一个提供优点和福利给所有会员的协会，还不断地促进及保护会员共同的利益，合作与声誉。CTFA协办美肤2002，一项包含化妆品及个人护理的展销与研讨会。

CTFA经常确保商店进行正确公平交易，引进和协调服务群众、教育及政府部门活动。另外，亦提供全面的服务以促进足以影响此行业於科技、法令、条例、立法事项的需要和利益。目前，共有66会员包含护理产品制造商及销售商，CTFA是其会员和业者於官方和非官方方式场所的发言机构。



Interexpo is an established event organizer in Malaysia which comprises some of the most experienced exhibition professionals in the country. The management team has more than 50 years of combined experience in organizing events that served niche and dedicated industries. Interexpo is the exclusive representative of CMP Asia (formerly known as Miller Freeman) in Malaysia. CMP Asia is the world's leading trade show organizer with vast experience and resources that builds the success links into your business. The synergy of Interexpo's relationship with CMP Asia will keep you in touch with over 370 trade shows and growing portfolio of digital media products and publications, including 270 magazines.

Interexpo also has affiliations with a network of sales offices worldwide that help it to reach out globally. Interexpo is well equipped to organize and manage events that cater for different vertical industries as well as targeted visitors that are both from the trade and public. Among the shows in Interexpo's portfolio are Franchise International Malaysia, Kuala Lumpur International Motorshow, AE Asia and CARE Asia.

For Beauty 2002, Interexpo is combining its experience with CTFA's professional know-how to ensure another successful exhibition and conference.

Interexpo 拥有马来西亚最丰富展览经验的专才，是国内具规模的盛会举办机构。管理团队共有超过50年经验举办各类特专的工商业。Interexpo 是 CMP Asia (前称 Miller Freeman) 在马来西亚的独专代表，而 CMP Asia 则是世界最丰富经验和资源可让您的业务成功的商展举办机构。Interexpo 与 CMP Asia 的相互配合关系将另您联上超过 370 项的商展以及正增值的电子媒体，书刊包括 270 类杂志。

Interexpo 亦拥有另您联系全球网络的附属代销办事处。Interexpo 设备齐全能为主办及管理各类型的工商业，甚至针对来自各特定商界或群众参观者。Interexpo 所主办过的盛会包括马来西亚国际特许经营展览会、吉隆坡国际车展、亚洲汽车机械展及亚洲汽车维修护理展。Interexpo 再次联合 CTFA 的专业知识确保美肤2002成功举办。

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