



News Release
For Immediate Release
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Affiliate Member of OMC



OMC Asia Zone Cup Open 2008

at COSMOPROF ASIA 2008

Hong Kong

12-13 November, 09:30–18:30

Convention Hall, Hong Kong Convention & Exhibition Centre

COSMOPROF ASIA is glad to announce that the OMC Asia Zone Cup Open 2008 will take place during COSMOPROF ASIA 2008 at the Hong Kong Convention & Exhibition Centre on day 1 and 2 of the exhibition (12 and 13 November). Organised by the Organisation Mondiale Coiffure (OMC) and the Hong Kong Hairdesigners Associations in collaboration with the organisers of the premier international beauty event of the Asia Pacific region, the OMC Asia Zone Cup Open 2008 is well-known as the Olympics of Hairdressing.

It is the first time that Hong Kong will be hosting the OMC Asia Zone Cup Open, and all parties involved are enthusiastic and deeply confident that the event will prove highly successful.

The 2008 OMC Asia Zone Cup is expected to welcome more than 300 competitors and audience of some 3,000 people from all over the world.

The competition programme will include technical categories - Junior & Senior (Creative for Gents; Creative for Ladies; Classic Cut – Gents; Hair by Night – Ladies), fashion categories- Junior & Senior (Fashion on Long Hair- Gents; Fashion on Long Hair - Ladies; Trend Cut – Gents; Trend Cut – Ladies; Evening Fashion on Long Hair – Ladies), plus individual tests (Ladies Trend Cut; Bridal; Body Painting; and Full Fashion - Ladies & Gents).

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The fashion competitions are expected to be most appreciated by consumers and the media. On the other hand, the classical competitions, as always, will be the ultimate challenge for the OMC competitors to showcase their excellence.

In addition to the competition, the event will feature inspiring product innovations and creativity, the latest educational creative programmes and fashion forecasts.

Talking to the organisers of the event, Salvatore Fodera (OMC World President) and Carmelo Gugliotti (OMC Global Director of Competition) declared: "The OMC Asia Zone Cup will be held in conjunction with Cosmoprof Asia 2008. Cosmoprof Asia is an exceptional venue for business and networking opportunities, where delegates meet the right people with the right technologies, strategies and visions. All of which are essential for opening up new markets or increasing your market dominance. We welcome you to join us and look forward to seeing you there!"

Pang Kam-Chiu (Chairman of the Hong Kong Hairdesigners Associations, Affiliate Member of OMC) added: "This is the first time that Hong Kong will be hosting the OMC Asia Zone Cup Open and we are very excited about having the world come and share this special moment with us. All competitions and shows will take place at the Hong Kong Convention and Exhibition Centre during Cosmoprof Asia 2008, the largest and leading exhibition in Asia for suppliers and buyers in the beauty panorama."

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