



SILMO, MONDIAL DE L'OPTIQUE **Always looking forward**

Every Autumn, the world of optics comes to Paris to exhibit at SILMO, and throughout the year, the Mondial de l'Optique travels to countries* which respond to the strategic issues of today's profession with an eye on tomorrow.

The international flavour of the SILMO, Mondial de l'Optique has always been evident, both in terms of exhibitors (more than 65% from overseas) and visitors (almost 54% come from all corners of the globe). A fantastic opportunity that is down to, and which enhances, the appeal of Paris at the heart of Europe; it is also testament to the work put in overseas by the exhibition team throughout the year in publicising, enhancing, recruiting new participants and enabling companies who wish to do so to break into new markets, whether mature or emerging.

In line with the typology of international exhibitions, the SILMO organises targeted event activities, with a single goal: **to create a productive business climate with 360° opportunities.**

Representation activities through a stand organised at the majority of shows (Sao Paulo, Damascus, Seoul, Dubai, Madrid, New Delhi, Casablanca, Tokyo, Las Vegas, etc.) to offer a qualitative space to meet professionals, publicise and give specific information about the SILMO.

Stands complemented in some cities (New York, Milan, Brazil, etc.) by a prestigious influential operation. For instance, the "Black Box" within the context of Vision Expo in New York which is open to brands and companies wishing to exhibit their products in a spectacular themed setting: a real "forum" of trends and product expression at the heart of the exhibitions!

Representation and collective participation activities

- French pavilion in Moscow (1), the SILMO brings together a non-exhaustive assortment of companies wanting to break into a new market with the benefit of a privileged environment and first-rate logistical support.

- Silmo Village in Shanghai (2)

For the fourth year running, the SILMO, Mondial de l'Optique constructs a pavilion within the Shanghai International Optics Fair. With 25 different companies and with a stand space of 500 m², the SILMO organisers display their vision of the world of the optics industry in China, a huge, rapidly growing market for the sector's dynamic brands and companies.

This strong, constant international presence lends weight to the SILMO in terms of the need to **look towards the future** to maintain its leading position and moreover to serve as a reminder that the optical-eyewear industry must think **both locally and globally**.

For its next event, the SILMO invites you to its stand at Mido from 9 to 12 May.
(Stand H9 K10)

* **South Africa**, Vision Africa; **Germany**; **Argentina**, Optiferia; **Australia**, Odmafair; **Brazil**, Abioptica; **China**, China Inter Optics Fair (Peking), Hong-Kong Optical Fair (Hong Kong), Siof (Shanghai); **Korea**, Expolook; **UAE**, Vision X; **Spain**, Expootica; **Hungary**, Optoexpo; **India**, In-Optics; **Italy**, Mido; **Morocco**, Snol; **Poland**, Optexpo; **Czech Republic**, Opta; **Syria**, Syrianoptic; **Thailand**, AG Thai Optometric; **Tunisia**, Visual Expo; **Turkey**, Optik; **UK**, Optrafair; **USA**, Vision Expo.

Press release – April 08

Contact: Isabel Beuzen
185 rue de Bercy
75012 Paris
Tel.: 01 43 46 27 61
@: ibeuzen@silmo.fr

(1): Albin Paget, Elcé, Essilor, JF Rey, Lafont, Loubsol, Mikli, Minima, Morel, Oxibis-Exalto

(2): AVM, Beausoleil, Coco Song, Exploris, Eye Specials worldwilde, Frost, Henry Jullien, JF Rey, Karavan, L&L Design, Lafont, Lika, Linkskin Myvision, Marius Morel, Minima, Moyen Bernard, Mykita, Nico Design, Opal, Optim, Oxibis-Exalto, Volte face, Wood Group