



SILMO 2008, A BUSINESS EVENT DESIGNED BY PROFESSIONALS FOR PROFESSIONALS

From 30 October to Sunday 2 November, the International Optics Exhibition SILMO 2008, MONDIAL DE L'OPTIQUE returns with its proven offer that makes it so unique and popular, while also strengthening its communication for a show devoted to boosting business in the optics market.

To highlight what makes the event so successful, its differences and its strengths, and the scope and depth of its offer centred on fashion, health and technology, this year SILMO is launching a high profile advertising campaign.

Based on its image as a reference trade show, this campaign will consist of three complementary announcements that underline the high points of the event.

Sharpen your look: SILMO remains the platform for business and major discoveries in the optics and eyewear sector, with around 1000 international exhibitors presenting their new products and innovations at each event. It always features the biggest names in eyewear, luxury brands, sport and fashion labels, and creative brands in the 'Village', etc. The variety of exhibitors reflects the reality of today's market and attracts visitors from all over the world.

Anticipate the demand: SILMO has always put fashion at the top of its list of priorities and offers its expert perspective on the latest trends and an overview of the most representative brands in the market. The forums (general, sport, kids, etc.) and spectacular presentation concepts ensure that each exhibition provides an anticipative look at up-and-coming trends and an indispensable analysis of the offer for buyers.

Invent the future: SILMO keeps abreast of the latest technological developments, puts product innovations and health solutions at the heart of the show, and proposes the very best lenses, contact lenses, equipment, and much more, for an optimal and futuristic vision looking towards health and technology.

For its next edition, SILMO, MONDIAL DE L'OPTIQUE will also be taking advantage of the new synergy with VIPARIS Venues in Paris, the result of new ties between the venues dedicated to exhibitions, conferences and events owned by the Paris Chamber of Commerce and Industry and the Unibail-Rodamco Group. This alliance links up the 9 major event venues in the Greater Paris region and will make the French capital even more popular by improving the quality of the welcome and the service. Clearly this development can only strengthen the reputation of SILMO, MONDIAL DE L'OPTIQUE as the essential autumn event for professionals in the optics and eyewear sector.

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