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19-22  
Kasım 2025

İSTANBUL FUAR MERKEZİ | 5-6-7 SALON

# SILMO ISTANBUL 2025

## AT THE CROSSROADS OF CONTINENTS, A SUCCESS THAT BROUGHT THE OPTICAL INDUSTRY TOGETHER

**True to its signature “Everything About Eyewear,” SILMO Istanbul established itself, from November 19 to 22, as the reference platform for the Eurasian optical industry.**

Supported by Turkey’s strategic position between two continents and by a rapidly growing domestic market, this 12th edition once again demonstrated the key role of SILMO Istanbul as a transcontinental meeting place where business develops, innovations are discovered, and collaborations are created between international and local players.

At the Istanbul Expo Center, SILMO Istanbul welcomed 700 brands and exhibitors, as well as 11 736 visitors (+12,4 % vs. 2024) across 25,000 m<sup>2</sup> of exhibition space, coming from Europe, the Middle East, North Africa, and Central Asia, with 18 % international. These results reflect both the dynamism of the Turkish optical market and the growing attractiveness of SILMO Istanbul for professionals in the region and beyond.

### Highlights that shaped the event

} **The third edition of the SILMO Award Istanbul** once again spotlighted the players and brands shaping the Turkish optical market in the areas of design, technology, sustainability, innovation, and customer experience.

} **SILMO Istanbul Akademik** strengthened the industry’s knowledge base through conferences led by local and international experts and researchers on topics such as trends, artificial intelligence, digitalization, sustainability, and customer experience.

} **SILMO Next**, with its Futurology space and Trend Forum, inspired visitors and offered a glimpse into the future with themed collections combining fashion and innovation.

**Save the date: November 18–21, 2026 for the next edition of SILMO Istanbul, the regional optical hub where professionals will once again gather to shape the future of the industry together.**

Find all the information on [silmoistanbul.com](https://silmoistanbul.com)