



19>22  
Kasım 2025

İSTANBUL FUAR MERKEZİ | 5-6-7 SALON

## READY TO DISCOVER THE UPCOMING SEASON WITH SILMO ISTANBUL 2025?

**SILMO Istanbul continues to serve as the region's leading platform, creating added value for the optical industry with its comprehensive organization, high-quality exhibitor profile, and strong standards.**

One of the most prestigious gatherings of the international optical industry, SILMO Istanbul will take place from **November 19–22**, at the Istanbul Expo Center Halls 5, 6, and 7, covering a total area of 25,000 m<sup>2</sup>. Having become a global business and knowledge platform, Silmo Istanbul is once again set to bring together professionals from Europe, the Middle East, North Africa, and Central Asia—thanks to Turkey's strategic location.

True to its motto **"Everything About Eyewear"** the show continues to serve not just as a product showcase, but as a center for sector-shaping ideas, collaborations, and visionary solutions. Offering unique opportunities for domestic manufacturers seeking to enter global markets and for international brands aiming to access the region, SILMO Istanbul keeps investing in both the present and the future of the optical industry with its innovation-driven content.

### **MORE THAN A SHOW – AN EXPERIENCE**

Among the highlights of the fair, **SILMO Award Istanbul** showcases the players and brands shaping the Turkish optical market in the fields of design, technology, sustainability, innovation, and customer experience. This competition recognizes creative initiatives and innovative projects that drive the sector at both national and regional levels, while highlighting the success of companies established in this fast-growing market.

This year, **SILMO Istanbul Akademik**, with an expanded program, aims to strengthen the industry's knowledge base through seminars and panels held throughout the fair. Sessions featuring expert local and international academics, industry professionals, and researchers will offer in-depth discussions on topics such as artificial intelligence, digitalization, sustainability, and customer experience. At the same time, special content for young professionals and opticianry students will reinforce the vision of nurturing tomorrow's leaders.

SILMO Next with the **Futurology area** and the **Trends Forum space**, which reveals the design and trend vision of the optical sector, is becoming more interactive and multi-dimensional this year. Thematic collections blending fashion and technology, virtual reality applications, and innovative products made with sustainable materials will inspire visitors and offer a glimpse into the future. Silmo Next stands out not just as an exhibition, but as a discovery space showcasing the sector's creativity and innovation-driven transformation.

**SILMO Istanbul, which provides a platform for brands to establish cross-continental collaborations, invites optical industry professionals once again to come together and shape the future during November 19–22, 2025.**