

THE SEASON STARTS HERE

25 > 28
SEPTEMBER 2026
PARIS NORD VILLEPINTE



WHAT IS **SILMO** ?

A HISTORICAL SOURCE OF INSPIRATION AND PROGRESS

SILMO has been at the heart of the optical and eyewear world for over **50 years**.

A GALAXY IN PERPETUAL MOTION

A sphere where meetings promote and make accessible the technologies, artificial intelligence, trends and expertise of the moment.

The objective: **to bring about projects, collaborations, ideas and business**.

Thanks to its recognized know-how, **SILMO** is the partner of a sector in that is radically changing.

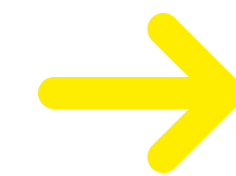
A TRUE BENCHMARK WITH AN INTERNATIONAL AURA

SILMO invites professionals throughout the year to explore the future of the sector by rolling out a broad, creative and agile offer:



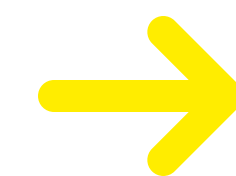
HIGH VALUE-ADDED CONTENT

To support all professionals in developing their business and their expertise through SILMO Academy, SILMO Next, SILMO Awards, and more.



PROFESSIONAL EVENTS

Local and international scale: SILMO Trade Shows, SILMO Showrooms, SILMO Academy



A POWERFUL COMMUNICATION NETWORK

Active 365 days a year: a continuous link between SILMO and the optics community through its social media, website, newsletters, and the support of a dedicated team of over 100 people.

A GLOBAL OFFER



- FUTUROLOGY
- TECH VILLAGE
- EXPERT COMMITTEE

- SCHOLARSHIP
- CONGRESS
→ Bali
- SPRING SESSION
→ Athens
→ Odense



● CSR SPOT
GOOD EYES
ON THE PLANET



A CONTINUOUSLY GROWING SECTOR

The global
eyewear market
is valued at

139,8
billion* €

and is expected
to grow at an annual
rate of

3,45%



Turnover generated
by the French optical
industry:

8 billion* €

France :
1st European market

SILMO PARIS

Every year, SILMO Paris becomes the beating heart of the global optics and eyewear industry.

This international trade show stands as the unique crossroads for the entire sector — the place where major trends are set, innovation is unveiled, and synergies come to life.

WHERE IT ALL BEGINS!

SILMO Paris is more than a trade show: it's the premier business and inspirational event for the profession, a vibrant international stage where creativity, boldness, and networking meet.

THE BEST OF OPTICS!

Exclusive collections, cutting-edge technologies, visionary designs... SILMO Paris showcases the latest gems shaping and reinventing the world of optics.

THE FUTURE TAKES SHAPE HERE!

A true incubator of ideas and insights, SILMO Paris anticipates the industry's evolution. Innovations, technological challenges, and future perspectives are revealed here to inspire tomorrow.

SILMO PARIS

**OUR AMBITION,
well-established, now more than ever,
in these times of considerable changes,
IS CLEAR**

**KNOW-HOW
AND IMPARTING
KNOWLEDGE**

**INFORMATION,
TRENDS
AND PROJECTIONS**

**INNOVATION
AT ITS BEST**

**DOING
EVERYTHING
POSSIBLE TO ENSURE
MEETINGS
AND BUSINESS**

**ORIENTING
AND TRAINING
PROFESSIONALS**



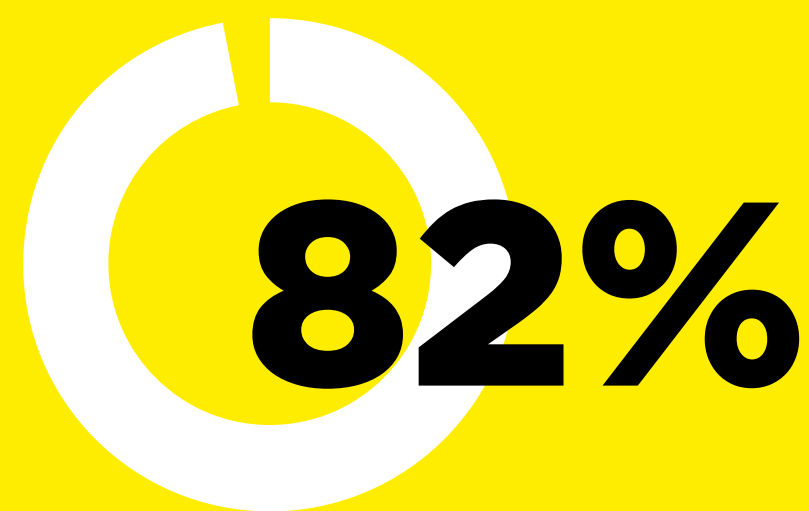
SILMO PARIS 2025 IN FIGURES

Every year, SILMO Paris establishes itself as the vibrant stage for the future of the optics and eyewear industry.

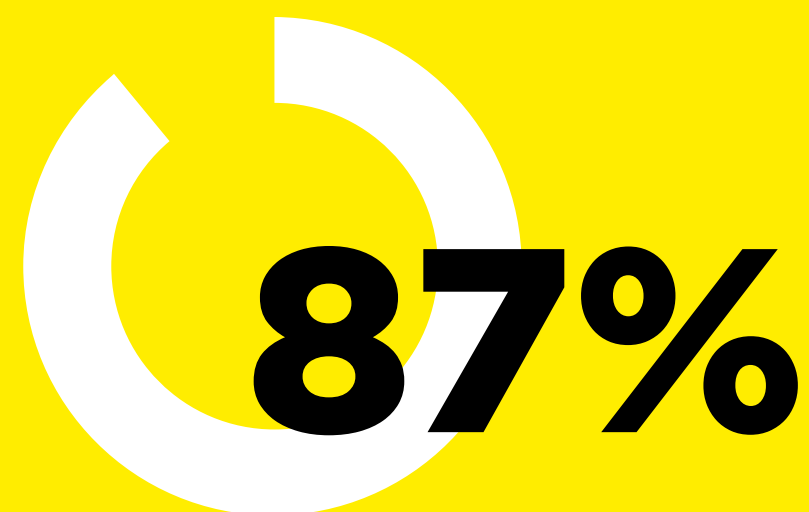
New collections are unveiled, ideas take shape, innovations come to life, and professionals from around the world gather to shape tomorrow.

SILMO Paris is more than a trade show: it's a catalyst for inspiring opportunities, where creative visions, cutting-edge technological solutions, and sustainable collaborations intersect across the entire industry.

EXHIBITORS



want to participate
in 2025*



consider the event
indispensable
to the sector*

75000sqm
of exhibition
space



1 500
brands
represented



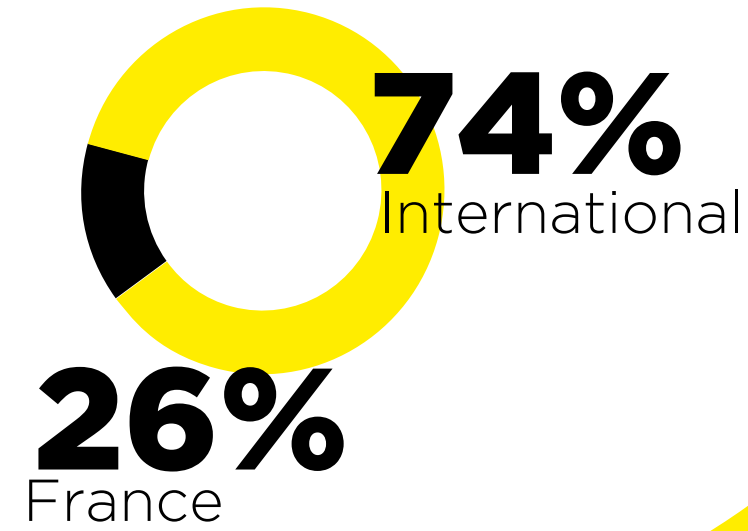
33688
visitors
FROM **149**
COUNTRIES



9000
exhibitor
EMPLOYEES

OFFER

900 companies



Eyeglasses
81%
all market segments represented

Lenses

5%

2%

Instruments, equipments
and accessories for sale

3%

Points of sale
equipment

1%

Materials and
components for
manufacturing

3%

Services
to opticians

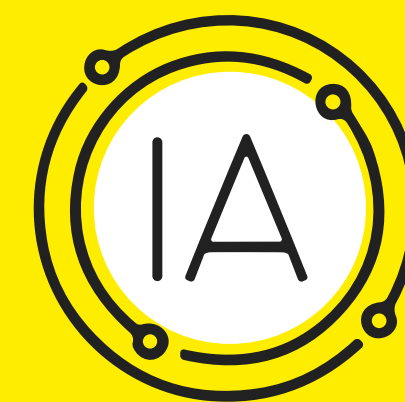
4%

Equipments and tools
for opticians and
optometrists

1%

Other

**In 2026,
SILMO Paris
will continue
to develop and
expand its Tech
Village and
Futurology area!**



Generative, contextual, or descriptive, AI is transforming practices across all areas of optics: connected eyewear, automated eye exams, virtual reality, intelligent store management... **More than just an exhibition space, the Tech Village and Futurology area are where research, technology, and professional practice come together.**

WHO ARE YOUR FUTURE BUYERS?

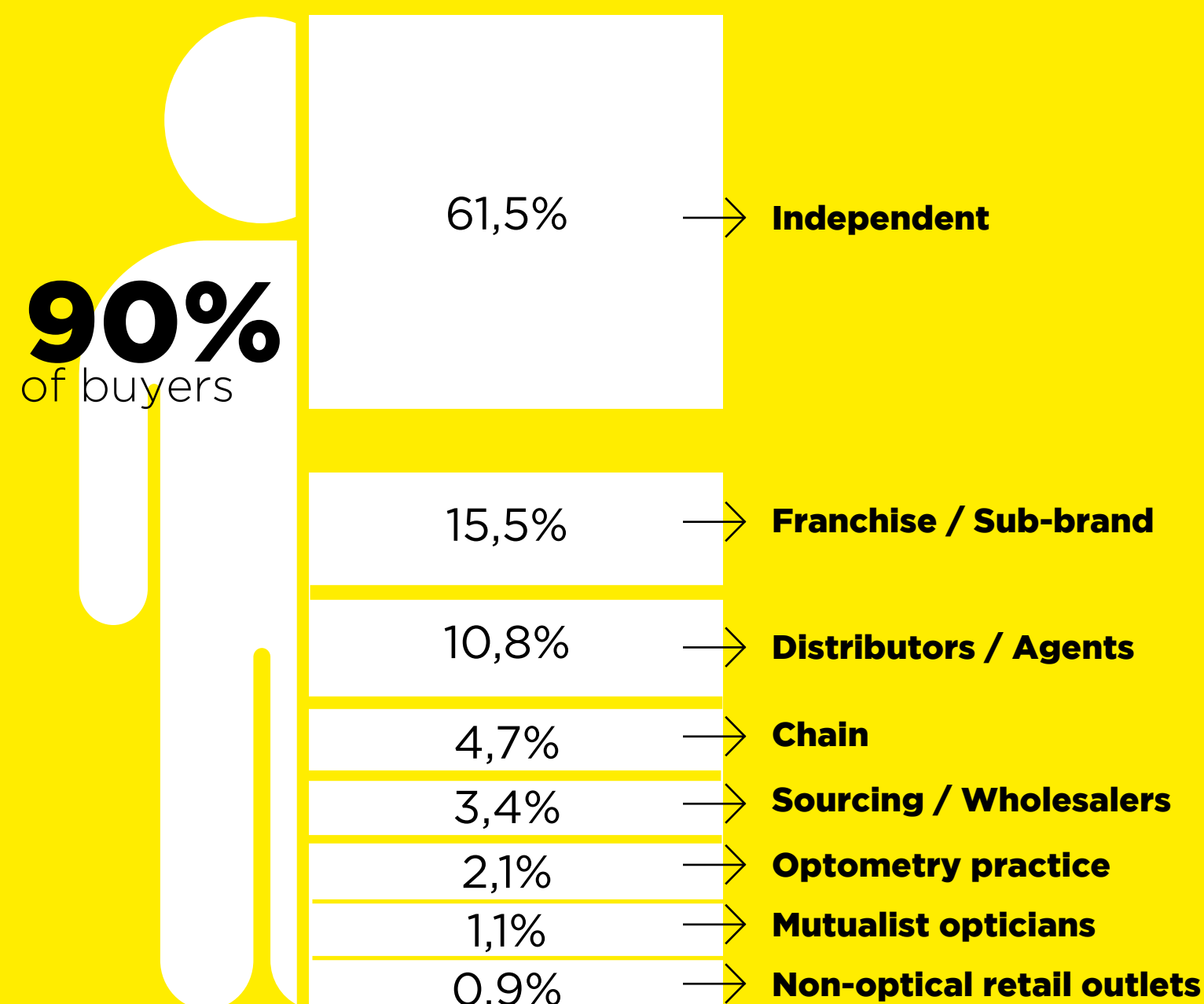
THE STRENGTH OF SILMO PARIS

lies in its ability to bring together independent opticians, distributors and wholesalers from around the world.

74% play a decision-making role in purchases and come with the intention to buy.

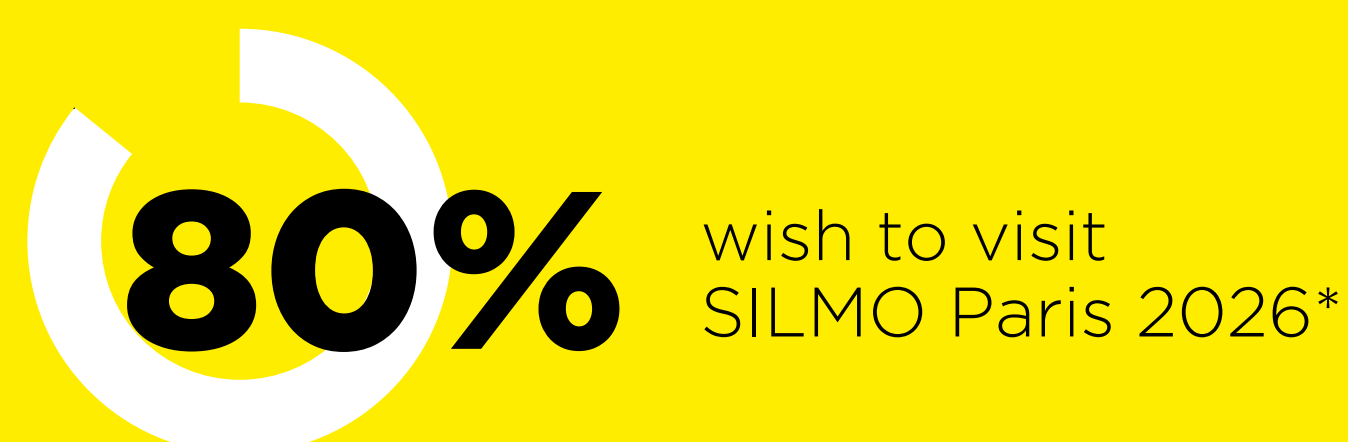
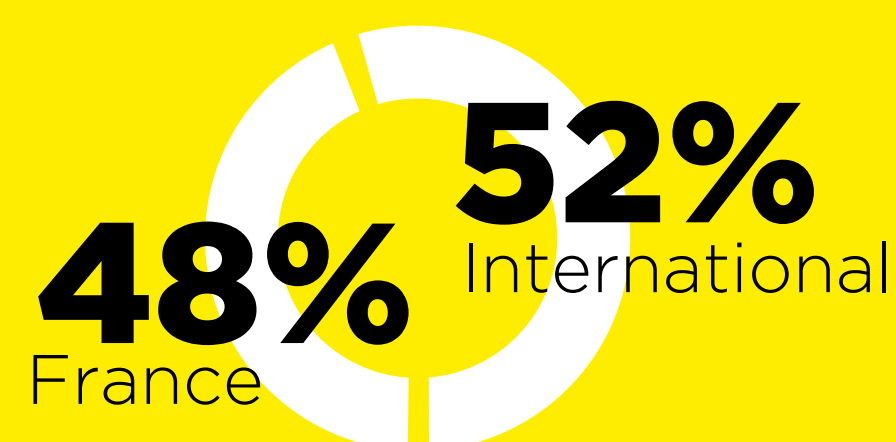
82% confirm a purchase intention at Silmo Paris.

TYPE



TOP 10 INTERNATIONAL VISITOR COUNTRIES 2025

1. **BELGIUM**
2. **THE NETHERLANDS**
3. **ITALY**
4. **GERMANY**
5. **THE UNITED KINGDOM**
6. **SPAIN**
7. **THE UNITED STATES**
8. **CANADA**
9. **SWITZERLAND**
10. **MOROCCO**



NPS : **+38**



* Survey Silmo Paris 2025

SILMO THE SEASON STARTS HERE

1 • Inspiring content to support you throughout the year

SILMO NEWS

SILMO News broadcasts offer a dynamic look at the latest trends and innovations in the optical industry, with expert analysis and testimonials, while revealing the latest news from SILMO.

SILMO ACADEMY

SILMO Academy and SILMO Academy Spring Session offer enriching conferences led by leading international experts. Offering privileged access to best practices, the latest innovations and the most recent advances, it's a unique opportunity to exchange with peers, expand your network and keep abreast of industry developments.

THE RIGHT OPTICS PODCASTS

SILMO's podcasts cover current affairs and in-depth topics in optical eyewear with influential voices from the industry, thanks to interviews with Nick Coffer.

CORPORATE SOCIAL RESPONSIBILITY

For several years, SILMO has been committed to helping professionals in the optical sector to integrate CSR issues, offering them the opportunity to exchange views and share experiences in order to co-create the industry of tomorrow. Throughout the year, SILMO shares best practice guides and unveils its "Good Eyes on the Planet" spot at the show, further reinforcing its commitment to the community.

SILMO THE SEASON STARTS HERE

2 • Creation, innovation, and commitment rewarded and shared

SILMO D'OR

Since 1994, the SILMO d'Or has recognized excellence in creativity and innovation in the optics and eyewear industry. A symbol of prestige and pioneering design, the famous winged statuette continues to honor the companies, products, and concepts shaping the future of the market.

OPTICAL DESIGN CONTEST

A springboard for the next generation, this competition showcases emerging talents from design schools around the world, inviting them to push the boundaries of creativity in the world of optics.

RESPONSIBLE COMPANY PRIZE

The SILMO CSR Award recognises a company in the optical industry for its contribution to reducing its environmental impact and optimising its social impact.

SILMO THE SEASON STARTS HERE

3 • The setting for unique experiences, shared knowledge and special encounters

SILMO NEXT AND THE TECH VILLAGE

A multidisciplinary forum dedicated to forward thinking, highlighting the innovations that will shape the future of optical eyewear.

SILMO TRENDS FORUM

Optical and sunwear trends presented in a scenographic area, with a selection of the best frames from the exhibitors present at the show.

SILMO TALKS

A dynamic space where researchers, experts, and professionals share the latest innovations and major industry trends.

CSR SPOT **«GOOD EYES ON THE PLANET»**

Because the optics of tomorrow must be innovative and responsible, this space highlights conferences, showcases eco-friendly materials, and promotes best practices...

SILMO 2026'S MEETINGS

APRIL 6 - 8

SILMO **ACADEMY** • CONGRESS >> **BALI (INDONESIA)**

SEPTEMBER 25 - 28

SILMO **PARIS**

NOVEMBER 18 - 21

SILMO **ISTANBUL**

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