



18 > 21 **NOVEMBER 2026**
İSTANBUL EXPO CENTER | 5-6-7 HALL
EVERYTHING ABOUT EYEWEAR



SILMO İSTANBUL 2026

EVERYTHING ABOUT EYEWEAR

From **18 to 21 November 2026**, SILMO Istanbul will once again bring together the optical industry's leading brands, manufacturers, distributors, retailers and buyers at the **Istanbul Expo Center**. Established as a key business meeting point for the region, the exhibition provides a unique environment where companies strengthen their presence, develop new partnerships and expand into high-potential markets across Eurasia.

Driven by the economic momentum of the region and Türkiye's strategic position at the crossroads of Europe, the Middle East, North Africa, the Balkans, the Caucasus and Central Asia, SILMO Istanbul supports business development, encourages market expansion and facilitates connections throughout the optical value chain. Bringing together the entire ecosystem, the exhibition enables professionals to identify new opportunities, broaden their networks and gain valuable insights into the industry's ongoing evolution.

Recognised among Europe's leading optical exhibitions, SILMO Istanbul combines business opportunities, professional expertise and high-value content, making it an essential annual gathering for companies looking to accelerate their development across the region.

What to expect in 2026

} Exploring tomorrow's innovations

Innovation will once again be at the heart of the visitor experience with **SILMO Next / Trend Forum**. Combining inspiring trend selections, the **Futurology** area and immersive AI experiences, the programme will highlight the technologies, materials and design approaches driving the optical industry forward while offering professionals practical insight into the opportunities ahead.

} Sharing expertise, inspiring progress

Throughout the exhibition, **SILMO Istanbul Akademik** will bring together internationally recognised academics, practitioners and industry experts to discuss the major transformations influencing the profession. Artificial intelligence, digital transformation, sustainability, changing consumer expectations and emerging business models will be among the topics explored, creating a valuable platform for knowledge sharing and professional development.

} Celebrating the excellence of Türkiye's optical industry

Returning for its **fourth edition**, **SILMO Award Istanbul** will once again recognise the products, brands and companies that contribute to the dynamism of **Türkiye's optical industry** through innovation, design and quality. Bringing together manufacturers, distributors and retailers, the awards have become a benchmark for highlighting the sector's creativity, encouraging innovation and reinforcing the visibility of the Turkish optical market.

Over four days, SILMO Istanbul will once again bring together the professionals driving business development across Eurasia's optical industry. A unique opportunity to build new partnerships, discover emerging trends and unlock new opportunities in one of the world's most dynamic optical regions.

Save the date !

18–21 November 2026

Istanbul Expo Center | Halls 5, 6 & 7

More information: www.silmoistanbul.com