



SILMO

ISTANBUL

OPTICAL FAIR

EVERYTHING ABOUT EYEWEAR

EVOLUTION BEGINS



PRESS RELEASE

SILMO ISTANBUL 2023: A 10th anniversary of stellar success

SILMO Istanbul, first held in 2013, today confirms its leading position and continues its expansion throughout Turkey as well as Eastern Europe, Central Asia, Middle East and North Africa.

More **than 500 exhibitors and brands** gathered to create a large-scale event, assembling the entire Turkish optical and eyewear industry alongside the major international corporations. For these four dynamic days of synergies, innovation, and conviviality, a record total of **13,385 visitors (+13% versus 2022)** – including 80% from Turkey and 20% from abroad, hailing from no fewer than **93 countries** – came to explore the SILMO Istanbul experience and to discover a range of solutions adapted to their needs.

To guide and inspire professionals, SILMO Istanbul established its **Trend Forum**, a space showcasing the principal trends through a thematic selection of optical and sunglasses frames from exhibitors attending the trade fair. The hands-on **Futurology** area was not to be missed, allowing visitors to test smart products, discover new innovations in virtual reality, and experiment with a groundbreaking approach to sustainable production. Training was highlighted with **SILMO Academy**, a space dedicated to lectures providing insight into the significant challenges and developments facing the sector. Professionals and students enjoyed this opportunity to enrich their knowledge and deepen their awareness of the industry.

And to celebrate its 10th year of existence, SILMO Istanbul inaugurated the **SILMO Istanbul Awards**, presented to leaders of the Turkish optical industry in recognition of their exceptional contribution and continued commitment to excellence in the sector.

THE CATEGORIES & WINNERS:



- **TURKISH BRAND MAKING A DIFFERENCE**

SAUREN by ETILER OPTIK

- **EXPOSURE OF AN INTERNATIONAL BRAND**

This category is reserved to international brands represented in Turkey by a Turkish company

SILHOUETTE by SER OPTIK

- **BEST LOCAL PRODUCTION – SUNGLASSES**

SWING by PRESTIJ OPTIK

- **BEST LOCAL PRODUCTION - OPTICAL FRAMES**

MOOSHU by GÜLCE OPTIK

- **BEST LOCAL PRODUCTION - LENSES**

NOVAX OPTICAL LENSES by BETA OPTIK

- **BOOTH**

Best booth of the 2023 SILMO Istanbul event

CEMFA OPTIK

- **OPTICAL STORE**

This prestigious special prize aims to promote exemplary professionalism, to encourage excellence among companies and services in the sector, and to foster development.

EMGEN OPTIK

**SILMO Istanbul 2024 will take place from 20 to 23 November.
In the meantime, join us for the upcoming SILMO Family events:**

- **SILMO Singapore – 24 to 26 April 2024**
- **SILMO Paris – 20 to 23 September 2024**

SILMO ISTANBUL 2023 IN [PICTURES](#)