

SILMO

Paris

THE OPTICAL FAIR

26-29
SEPT
2025

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, trends and expertise of the moment.

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

Thanks to its proven 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:
SILMO Academy / SILMO Next / SILMO Awards



PROFESSIONAL EVENTS

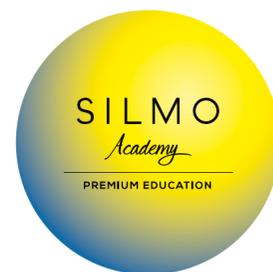
Local & international
Scale: friendly opportunities, creating synergies and generating business
SILMO Trade Shows / SILMO Showrooms



A POWERFUL COMMUNICATION NETWORK

Active 365 days a year: a permanent link between SILMO and the optical community thanks to our social media and the support of a hundred or so partners

A GLOBAL OFFER



ANVERS



BARCELONE



FUTUROLOGY

TRENDS

SCHOLARSHIP

COLLOQUE

SESSION



GOOD PRACTICE

SILMO CHARTER



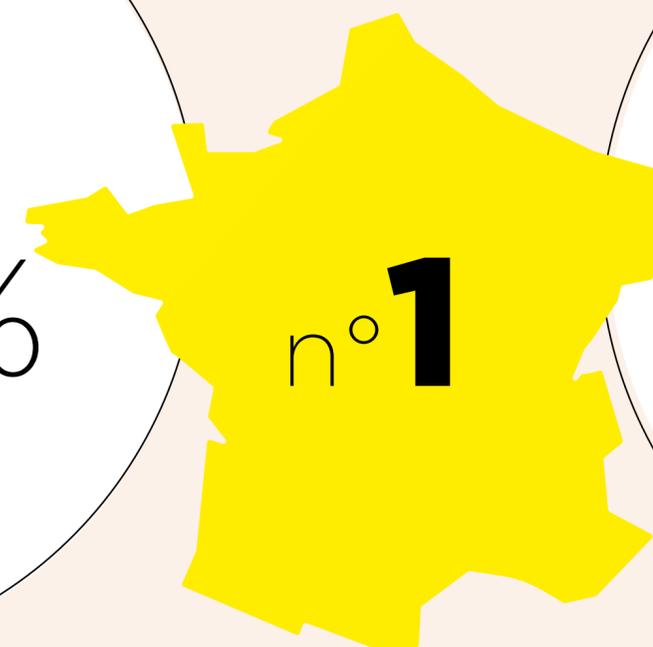
A CONTINUOUSLY GROWING SECTOR

The global
eyewear market
is valued at

130,8
billion*€

and is expected
to grow at an annual
rate of

4,04%



Turnover generated
by the French optical
industry:

7,5 billion** €

France :

1st European market
and 2nd worldwide
+20% in 10 years

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 SO MUCH MORE THAN JUSTE A FAIR

1 • Inspiring content to support you throughout the year

SILMO NEWS

The monthly 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.

TRENDS BY SILMO

The Trends by SILMO digital magazine. New uses, weak signals, strong concepts, this inspiring issue reveals the style and design outlook for 2024-2025 and an in-depth analysis of all industry influences.

SILMO ACADEMY

This renowned scientific conference offers enriching lectures by leading international experts. Offering privileged access to best practice, the latest innovations and cutting-edge advances, it is an unrivalled opportunity to exchange ideas with peers, expand your network and keep abreast of developments in the industry.

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 Coffey.

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. To this end, SILMO will distribute best practice sheets throughout the year, reinforcing its commitment to the community.

SILMO PARIS SO MUCH MORE THAN JUSTE A FAIR

2 • Creation, innovation, and commitment rewarded and shared

SILMO D'OR

Since 1994, the SILMO d'Or awards have been a not-to-be-missed event, celebrating the industry's talent and creativity each year. These awards highlight the most innovative shapes, designs, colours, materials and know-how, and have rewarded more than 330 companies to date.

OPTICAL DESIGN COMPETITION

A springboard for the next generation, this competition is an opportunity for design students to stimulate their creativity through a committed design approach.

CSR AWARD

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 PARIS SO MUCH MORE THAN JUSTE A FAIR

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

SILMO NEXT

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

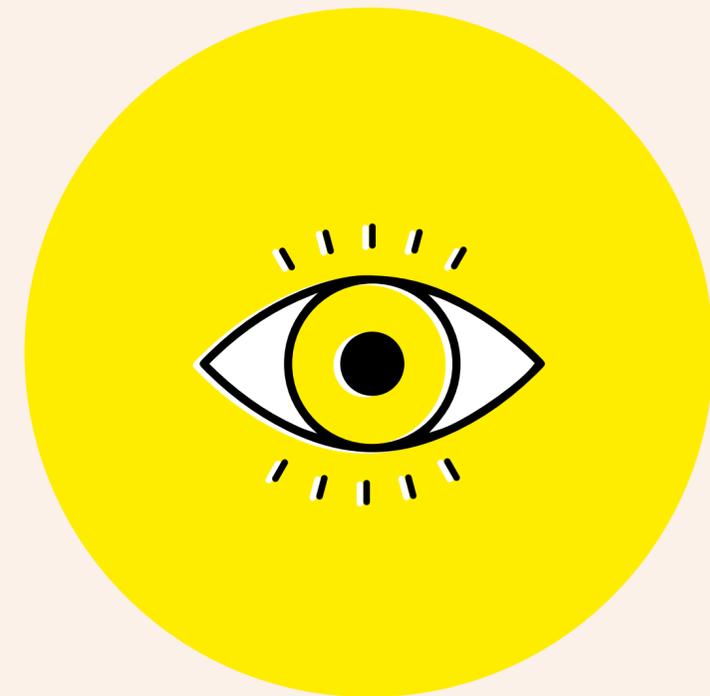
A dynamic space where industry experts share and discuss the future of their companies, their products, their distribution methods & the sector.

SILMO JOB

SILMO Paris is a forward-looking exhibition that focuses on the challenges facing the optical industry and distribution, particularly in terms of employment and talent recruitment. At the show and throughout the year, there are exclusive opportunities to meet your future colleagues.

CHECK LIST FOR A **SUCCESSFUL EXHIBITION**

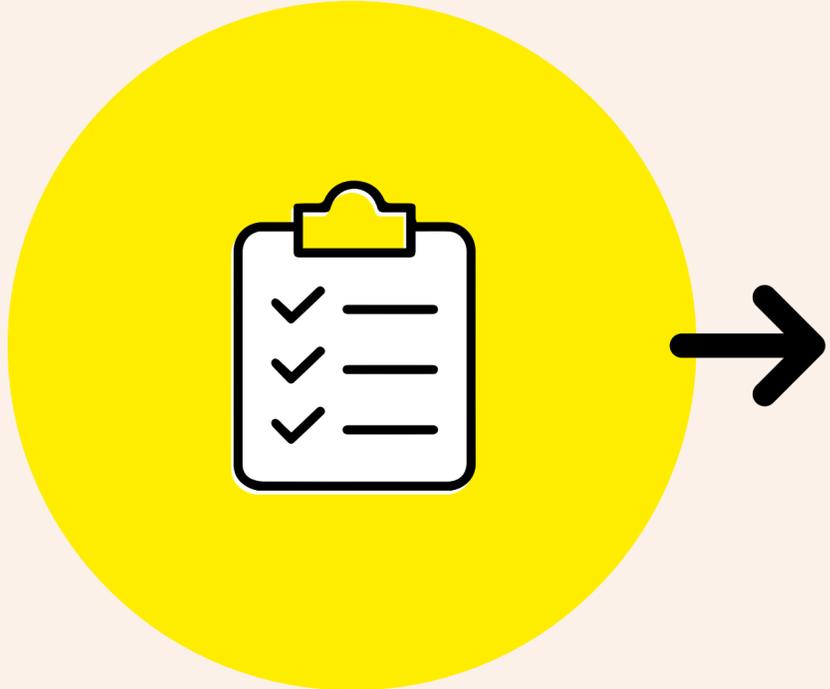
Anticipate, enhance and make the most of your participation thanks to the visibility and business opportunities offered by SILMO Paris



1 | **PREPARE**
TO TAKE PART

2 | **INVITE**
YOUR CUSTOMERS
AND COMMUNICATE
ABOUT YOUR PRESENCE

3 | **BE**
MORE VISIBLE

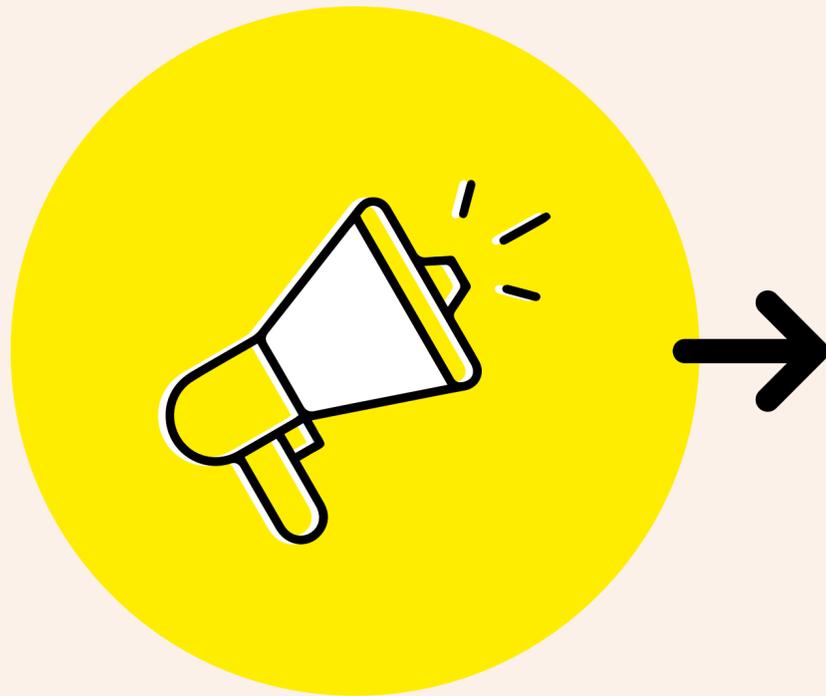


1 PREPARE
TO TAKE PART



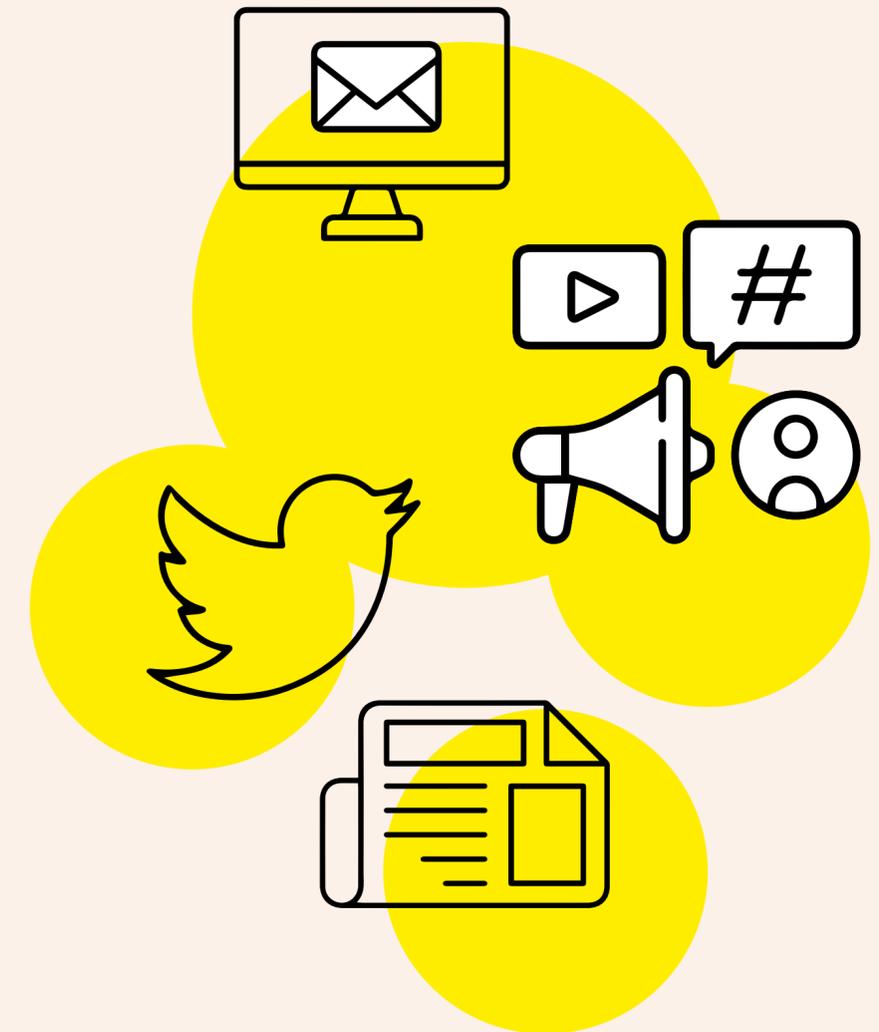
- ✓ **CATALOGUE PAGE**
- ✓ **PLACE YOUR TECHNICAL ORDERS [Here](#)**

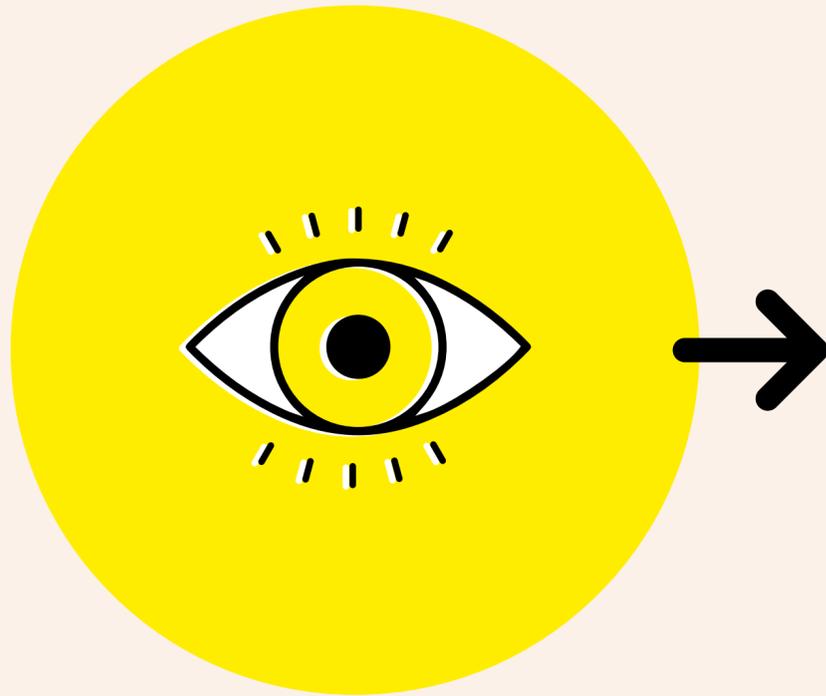
- ✓ **BUILD UP A DATABASE OF VISITORS**
- ✓ **TAKE PART IN THE SILMO D'OR**
- ✓ **PARTICIPATE IN THE TREND FORUM**
- ✓ **EVENING RECEPTION**
- ✓ **...**



2 **INVITE** YOUR CUSTOMERS AND COMMUNICATE ABOUT YOUR PRESENCE

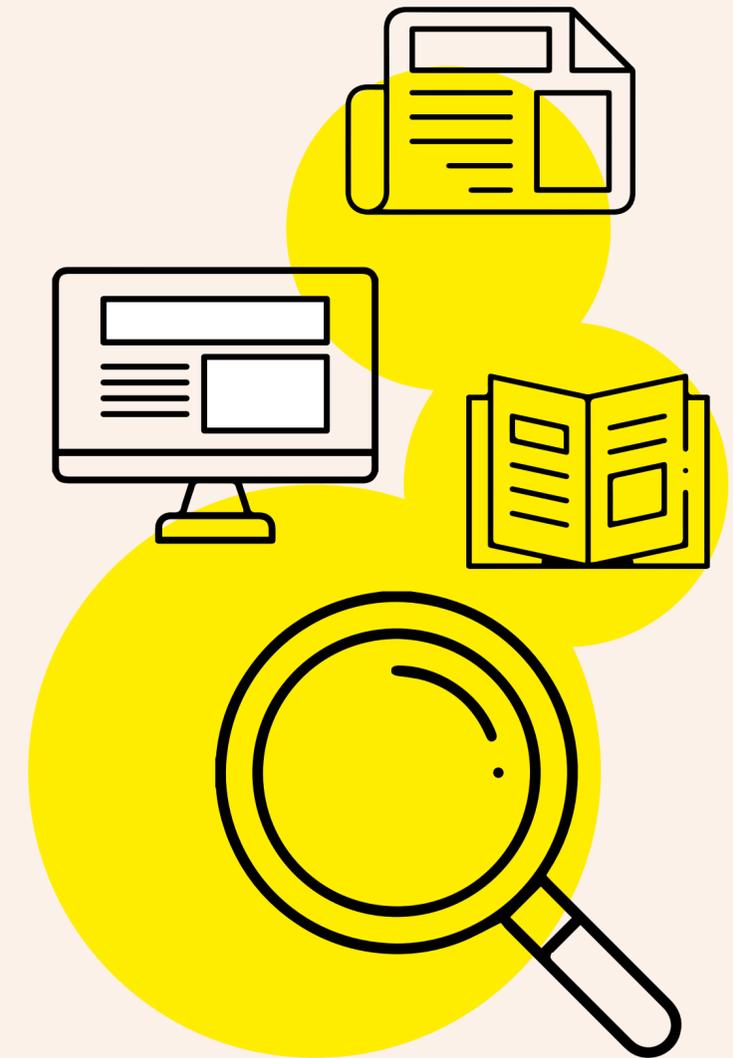
- ✓ **E-INVITATION**
Invite your customers by email to come and meet you on your stand
- ✓ **MEDIA KIT**
Download your kit and share your presence at Silmo on all networks
- ✓ **TWEET, YOU WILL BE RELAYED**
Benefit from the reputation of #SILMOPARIS
- ✓ **PRESS RELEASE**
Send your news and information to our press office
- ✓ 





3 BE **MORE VISIBLE**

- ✓ **YOUR BRAND LOGO**
displayed on the exhibitors' catalogue ***
- ✓ **TRENDS BY SILMO**
Your advertising page on the SILMO Fashion & Trends Emag
- ✓ **VISITOR GUIDE**
Your advertisement in the guide distributed to all visitors ***
- ✓ **KAKEMONO**
Display yourself high up and be visible to all visitors ***
- ✓ **DISTRIBUTE YOUR SAMPLES**
at the entrances to the halls ***
- ✓ **ADVERTISING INSERT ON SILMOPARIS.COM**
Be visible on the most visited pages ***
- ✓ **....**



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SILMO

Paris

THE OPTICAL FAIR

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