



Press Release

For Immediate Release

Second edition of SILMO BANGKOK to take place at IMPACT, Offering opportunities to Thai eyewear entrepreneurs immense opportunities

Bangkok, Thailand, 15 May 2019 – SILMO Bangkok 2019 (“SILMO”) is gathering over 250 eyewear brands from across the globe, aiming to create new opportunities for Thai eyewear entrepreneurs at this global trade fair. Organized by IMPACT Exhibition Management Co., Ltd. (“IMPACT”), the fair will unveil the newest eyewear collections for the first time in ASEAN, during 5-7 June 2019, at IMPACT Exhibition and Convention Center, Hall 8.

Ms. Parintorn Ussawalerdpaiboon, Project Manager, IMPACT, disclosed that one of the objectives is to reinforce the position of Thailand as one of the top three global manufacturing bases of optical lenses. With “Business Meets Fashion” concept, the event will showcase eyewear collections from more than 250 brands, as well as optometric instruments and optical equipment using the high precision AI technology and 3-D eye measurement instrument with maximum precision. In addition, SILMO features a comprehensive line of business services for ASEAN eyewear entrepreneurs to experience directly. At SILMO, the entrepreneurs can also initiate business negotiations and seek new business partners.

“While the global market value of eyewear is worth 95,000 million dollars, the market value of eyewear is over 10,000 million baht each year in Thailand, with an average growth of 10% per year. Thailand is considered the second largest manufacturing base and exporter of optical lenses, after China. SILMO is expected to attract over 4,000 international visitors and contribute to the growth of Thai eyewear industry and enable Thailand to become ASEAN’s eyewear hub. Thai eyewear entrepreneurs should not miss this world-class trade fair,” she added.

Mr. Puripan Bunnag, Director of President Office, Thailand Convention and Exhibition Bureau (TCEB), said that, “TCEB is pleased to provide support for SILMO for the second year, following excellent feedback of SILMO in the previous year. TCEB would like to express our appreciation to the organizer’s endeavor to consistently improve the event, and to enable Thailand to become the center of eyewear business in ASEAN. TCEB has supported SILMO, in terms of marketing, in order to attract overseas visitors and exhibitors. With the intention to comply with our organization’s policy to support and transform international exhibition industry as a mechanism for economic growth and business expansion, which will enable Thailand to grow as the center of international trade shows in ASEAN, TCEB’s dedication to support the event to become ASEAN’s optical fair is in line with our main strategy. This is in accordance with TCEB’s 2018 statistics, which revealed that buyers from ASEAN are among the top ten foreign visitors of international trade shows that TCEB supported.”

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Mr. Sittisak Poompokawat, Managing Director, Marvel Group Company Limited, mentioned, “Marvel Group is Thailand’s leader in eyewear business. We run Marvel Vision Company Limited, Supreme Eyewear Limited and Marvel Eyewear Limited, with a wide array of brands that embrace luxury fashion, premium fashion and cool mass segments. Our group markets 34 brands, which account for 30% of eyewear brands available in Thai market. Our participation in SILMO Bangkok 2018 brought us over 20% of new customers. This year, we will be launching new brands and new collections for the first time, including Tom Ford, Guess, Timberland, Balenciaga and Montblanc. We are bringing Haffmans from Germany – a brand new to us, which definitely excite the market. In addition, we will be running promotions with prizes worth over one million baht in value, at SILMO Bangkok 2019.”

SILMO Bangkok 2019 features numerous show activities, beneficial to eyewear entrepreneurs:

- **SILMO Fashion Show** - Launch of ASEAN’s newest eyewear collections from featured brands on the runway. Highlighted brands include ANNA SUI, BEBERI, BLAKE KUWAHARA, CAZAL, FENDI, MOSCOT, MYKITA, ROAV, TED BAKER, TVR x OBJ x RAINMAKER.
- **SILMO Bangkok Eyewear Design Contest** - Display of eyewear pieces designed by the finalists of SILMO Bangkok Eyewear Design Contest 2019, supported by Department of Industrial Development, Ministry of Industry with the aim to promote Thai designers’ capabilities in the global arena. This year’s theme, “The Art of Siam”, will feature outstanding eyewear designs inspired by the amulet, lotus, Chula kite, Phi Ta Khon (ghost dance), Suphannahong Royal Barge, actor’s mask, Saw U stump and fish-shaped ornament. 30 finalists’ top eyewear designs will be showcased at SILMO, and the top three winners’ works will be displayed at SILMO Paris 2020.
- **SILMO Academy** - A knowledge platform featuring experts from the optical industry to share their expertise and insights. Discover new trends and new technology innovations from the eye care and eyewear industry, which will help boost customers’ experience.
- **SILMO Arena** - A learning hub for marketing and sales strategies tailored for optical retailers. Highlights include brand management in the digital era, integrated marketing strategies, visual merchandising, product launches and building business connections.

SILMO Bangkok 2019 will be running from 5-7 June 2019, at IMPACT Muang Thong Thani, Hall 8 (The right to attend is reserved only for visitors from eyewear industry and relevant businesses).

For more information, please visit www.silmobangkok.com and www.facebook.com/silmobangkok

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SILMO

BANGKOK

ASEAN OPTICAL FAIR



Business Meets Fashion

5 | 6 | 7 JUNE 2019

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ABOUT THE ORGANIZER:

SILMO International

Founded in 1967, the Silmo Association, which brings together French optics and eyewear manufacturers, is the owner of the Silmo Paris exhibition. His long lasting partner COMEXPOSIUM, one of the European leaders in events organisation, is involved in 114 events for the general public and professionals, covering 18 sectors of the economy. COMEXPOSIUM organizes five of the ten biggest events held in France.

www.comexposium.com



IMPACT Exhibition Management Co., Ltd.

IMPACT Exhibition Management Co., Ltd. ("IMPACT") is the leading exhibition organizer in Thailand. Offering a full range of services for domestic and international exhibitions, conferences, meetings and special events, IMPACT has earned a well-deserved reputation as a highly professional and reliable show manager/organizer amongst the public and private sectors. Through face-to-face and digital channels, and working hand-in-hand with international trade associations, organizers and corporations across a broad spectrum of industries, IMPACT creates environments to help you build a network of professional contacts in the course of one event.

www.impact.co.th