



## OVERVIEW OF THE EVENT

The first edition of SILMO Bangkok 2018 reflected its success as the gateway to ASEAN's optical industry. More than 3,750 national and international trade visitors from 42 countries, gathered to explore this new chapter in ASEAN's optical industry.

SILMO Bangkok bridged the gap between suppliers and manufacturers of eyewear; lenses; optometric instruments, equipment and machinery; and business services by facilitating business and providing learning opportunities.

## SHOW INFORMATION

- 20 -22 June 2018
- Hall 4, IMPACT Exhibition Center, Bangkok, Thailand
- IMPACT Exhibition Management Co., Ltd.
- 5,000 sqm.
- 250 companies and brands 12 countries
- 3,750 trade visitors 42 countries

## EXHIBITORS' SATISFACTION



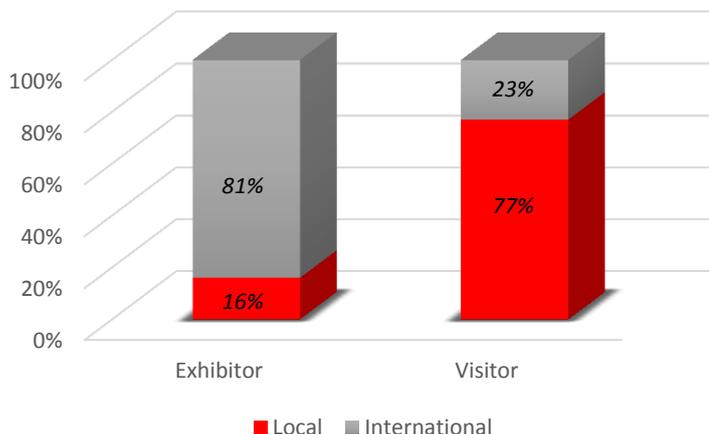
We offer full leather frames, and we are targeting customers in Thailand and the region. However, it is difficult to reach customers in Thailand. SILMO Bangkok is a good platform for us to meet customers from Thailand and the region. That's why I am here!

Mr. Jessy Tissot, Sale Agent and Consultant  
Jeyes, France



SILMO Bangkok may be the answer to our business strategy – a springboard for our business to grow in Thailand and the neighboring countries.

Mr. Torn Prachartam, Managing Director,  
Thai Optical Group Public Co., Ltd., Thailand



### EXHIBITORS Top 10 countries

1. China
2. Thailand
3. Korea
4. Japan
5. Taiwan
6. France
7. Hong Kong
8. Malaysia
9. Singapore
10. USA

### VISITORS Top 10 countries

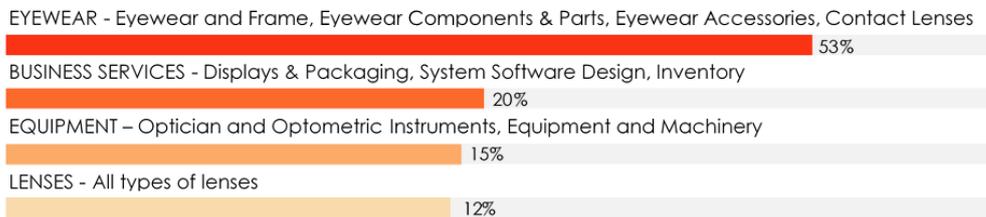
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2. Japan
3. China
4. Malaysia
5. Korea
6. Hong Kong
7. Singapore
8. Taiwan
9. France
10. Cambodia



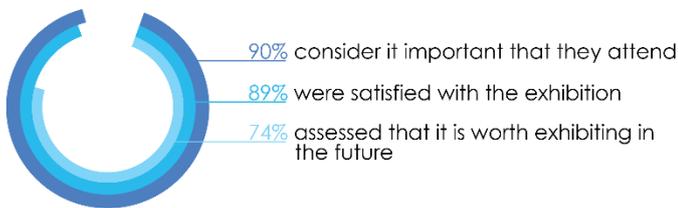
## PRODUCT OF INTEREST



## TOP 5 MAIN OBJECTIVES



## VISITORS' SATISFACTION RATE



“

I am a buyer from India, looking for designer frames and sunglasses on a bigger scale. In the morning, we were so busy looking at the wonderful and new brands here. Our objective was to find new suppliers and it is wonderful that I find new variety and the new range.

We are so grateful and thankful to the organizer that they bring this show closer to us, so that we can now have a closer look at these designs. Thailand is the right place with wonderful hospitality and this is such a wonderful exhibition. Next year, we will be sure to come back again.

Mr. Manish Sarpal  
Optico Opticians, India

“

I am an optical retailer, growing into the wholesale business. Today I am attending SILMO Bangkok to source for new collections which is suitable for Thailand's market. I have been to SILMO Paris and other international fairs for eyewear sourcing. As a first-year show, I find SILMO Bangkok quite interesting as a sourcing platform and to discover the latest products for technologies and solutions in Southeast Asia. I will definitely come back to attend the show again next year.

Mr. Krisada Pradisweerawong  
Rungcharoen Optic, Thailand



## SHOW HIGHLIGHTS



**BUSINESS MATCHING** -  
created more business  
opportunities

The platform for buyers to  
source high-quality suppliers  
and schedule appointments in  
advance.

Over **183 business  
meetings** were arranged  
during the exhibition.

### FREE-TO-ATTEND SEMINARS

Increasing sales leads with  
digital marketing

Upgrading selling techniques

How big data is driving  
marketing strategy to gain  
positive sales approach of  
progressive lenses

Hi-end lenses - the  
technological innovation  
in the 4.0 era



### SILMO Bangkok Pop-up Store

A special zone  
showcasing  
selected collections  
and iconic products  
from various brands.



### THAILAND INTERNATIONAL OPTOMETRY CONFERENCE 2018 (TIOC)

Organized by the  
Association of Thai  
Optometrists attracted  
over 550 optometrists

and opticians over the two-day accredited program. With contributions from more than twenty speakers, they explored insights in line with the theme, "Vision, learning, living and entertaining". Visual development; visual screen technology toward better vision; the science behind lens designs to help patients live, and many other current topics were presented and discussed.

### SILMO BANGKOK EYEWEAR DESIGN CONTEST 2018

The first-ever eyewear  
design competition in  
Thailand that allowed  
students to show their  
creativity and unique  
design work.

The winner will showcase  
his/her eyewear design  
works at SILMO Paris  
2018, to propel Thailand's  
young designers into the  
global arena.

### INTERNATIONAL PAVILIONS





## SHOW PROMOTION

A comprehensive visitor marketing campaign, using the full range of media, including direct mail, email, PR, print media, online advertising and social media.

### PRINT MEDIA

Leading international and regional trade media partners provided coverage in an extensive range of publications, magazine, online platforms, blogs, electronic mailings and etc. With a circulation of more than 150,000 copies in Thailand, Southeast Asia and international regions such as Canada, China, Hong Kong, India, Taiwan, Paris, Portugal, Italy, and other European countries.



### Supporting Associations



Taiwan Spectacles Industry Association



Thailand Convention & Exhibition Bureau

### Show Partners



## STRONG INDUSTRY SUPPORT

### ELECTRONIC DIRECT MAIL

Email marketing was the most comprehensive and effective campaign, with **10,000** emails sent to the most relevant trade professionals in the industry.



### PUBLIC RELATIONS

An extensive PR campaign produced 128 pieces of editorial coverage, with an equivalent advertising value of 11,713,913.4 THB.

### VISITOR INVITATIONS

**9,000** invites were sent to the targeted in-house database.



### ONLINE ADVERTISING

**60** banners on online partner websites, to reach both local and international audiences.

