

THE 10th CHINA (SHANGHAI) INTERNATIONAL OPTICS FAIR

第十届中国(上海)国际眼镜业展览会

25-27 / 2 / 2010

Shanghai Everbright Convention & Exhibition Centre, China • 中国上海光大会展中心

Organizer 主办单位 : China Optometric & Optical Association 中国眼镜协会
China Light Industrial Corporation for Foreign Economic & Technical Co-operation
中国轻工业对外经济技术合作公司

Co-organizer 协办单位 : Orient International Exhibition Co., Ltd. 东方国际展览有限公司

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SIOF 2010 - The 10th China (Shanghai) International Optics Fair Unmatched Gateway to Vast Opportunities in Asia

China Optometric & Optical Association and China Light Industrial Corporation for Foreign Economic & Technical Co-operation, as well as Orient International Exhibition Co., Ltd., proudly announce that SIOF 2010, The 10th China (Shanghai) International Optics Fair, will run on 25th - 27th of February, 2010 at the West Hall, East Hall and Outdoor Hall of Shanghai Everbright Convention & Exhibition Centre as well as the function rooms of Shanghai Everbright International Hotel. The fair will continue to showcase the most renowned Chinese and overseas brands and products. Singled out as Asia's largest and best-received cannot-be-missed show in the optical industry, SIOF provides the timeliest platform for buyers from around the world in quest for the state-of-the-art optical products for the coming seasons.

Albeit the global economic turbulence, the 9th SIOF held in 2009 of our show was such a phenomenal success with a gross exhibition area of over 36,000 square metres filled with 700 exhibitors from 22 countries, among which 254 are foreign exhibitors, making our show truly international. As for buyers, the times of visiting reached an impressive 43,000 from 61 countries and regions. According to Chinese Customs' statistics of 2009, the total export of Chinese optical goods is valued at USD 222 million with a 3.5% increase compared with 2008 while the total import sees a 5.42% increase, amounting to USD 246 million. With the global economy starting to pick up again on the right track, SIOF 2010 envisions reaching a higher level of success.

This year's SIOF is set to break new records. The total exhibition area reaches new height to 38,000 sqm. Following her previous success, SIOF 2010 also sees a 7% increase in exhibitors with 750 exhibitors from 25 countries and regions and it is well worth mentioning that 270 of them are international exhibitors, which accounts for 36% in total. And Japan and France continue to render our show their full support by establishing national pavilions. On display in the show are myriads of popular eyewear brands and a bewildering array of products, ranging from spectacle frames, sunglasses, sports-eyewear, eyewear, lenses to contact lens, from visual test equipment, machinery and technology, parts, components to accessories.

Shanghai is a significant sourcing hub, financial centre and the gateway to vast potentials in Asia. In the recent years the Chinese Government has aggressively sought to enhance Shanghai's global status. With Central Government's support, the "World Expo 2010" in Shanghai--the largest of its kind in history--will attract 231 countries and international organizations to participate, generating 70 million times of visiting, putting the metropolitan city under the spotlight. In April 2009, China's State Council also reinstated the nation's determination to make Shanghai a shining international financial & logistics hub by 2010. Not to mention the vibrant city's geographical



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advantage: being situated right at the heart of the Yangtze River Delta Economic Zone has propelled her economic growth and converging foreign investors simultaneously. All the above-mentioned factors have made SIOF 2010 the trade fair you cannot afford to miss to source the most sought-after optical items!

For more information about SIOF 2010 - The 10th China (Shanghai) International Optics Fair, please visit our official website at <http://www.siof.cn> or contact us via email at orientex@netvigator.com or via phone at (852) 2789 3220.

Issued by Orient International Exhibition Co., Ltd.

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