

THE 11th CHINA (SHANGHAI) INTERNATIONAL OPTICS FAIR

第十一届中国(上海)国际眼镜业展览会

18-20 / 2 / 2011

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

20 November 2010

Press Release

SIOF 2011 – The 11th China (Shanghai) International Optics Fair

A Coveted Platform of Promotion & Business Opportunities

SIOF 2011, the 11th China (Shanghai) International Optics Fair, will be held at the West Hall, East Hall and Outdoor Hall of Shanghai Everbright Convention & Exhibition Centre plus all the function rooms in the adjacent Shanghai Everbright Hotel in Shanghai, China, from 18 – 20 February 2011.

SIOF, the largest and premier optical fair in Asia, endorsed by the Ministry of Commerce, P.R. China and Shanghai Municipal People's Government Foreign Economic Relations & Trade Commission, is hosted by China Optometric & Optical Association and co-organized by Orient International Exhibition Co., Ltd of Hong Kong.

In retrospect, SIOF 2010 once again set new record of success. Its exhibition area had the span of 38,000 square meters filled with 781 exhibitors, including principals and agents, from 25 countries and regions. Among them, 283 exhibitors are international ones, making up 36.2% of the total, 11% more than the previous year. Amidst the exhibitors were domestic pavilions of various optical production bases of China and overseas pavilions featuring delegations by SILMO Exhibition of France and Fukui Optical Industrial Association of Japan. With the overwhelming participation, SIOF 2010 showcased 339 international brands, re consolidating its status as a leading international optical fair. Moreover, the 10th SIOF also saw record-breaking 44,000 visitor entries from 67 countries and regions.

With global economic recovery as well as the noticeable effect of China's policies of bolstering consumption and demand, China's drastically dropping export of optical items have seen improvement in 2010. According to customs statistics as of January to July 2010, China's export of optical products was valued at USD 1.65 billion, registering a growth of 28.8%, as compared with the same period the year before. Whilst the import amounted to USD 207 million, increased by 54.08% over the same period of the previous year, this has reinforced that China's optical market has proven resilient against the slowing trend of global economy and confirmed the huge consumption power of the Chinese.

Following the previous success, the 11th China (Shanghai) International Optics Fair (SIOF 2011) will continue to perform as a cannot-be-missed trading platform and information dissemination hub featuring a diverse array of innovative optical merchandises and cutting edge technology. Moreover, it is noteworthy that top-end brands BOLLE, JEEP and LOTTO will make their debut appearance and Safilo will once again make its prodigious participation at SIOF 2011. It is also the first time that the Hong Kong Optical Manufacturers Association forms the Hong Kong Pavilion in the 11th SIOF! All the above-mentioned factors have made SIOF 2011 a must-go fair for the worldwide buyers in their quest for the most sought-after optical items and for exhibitors to grab unparalleled business opportunities as well as propagating their products to China and Asia.



Orient International Exhibition Co., Ltd. 东方国际展览有限公司

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For more information about SIOF 2011 – the 11th China (Shanghai) International Optics Fair, please visit our official website at <http://www.siof.cn> or contact us by phone at (852) 2789 3220 or by email: orientex@netvigator.com.

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