

THE 12th CHINA (SHANGHAI) INTERNATIONAL OPTICS FAIR

第十二届中国(上海)国际眼镜业展览会

22-24 / 2 / 2012

Shanghai World Expo Exhibition & Convention Centre · 上海世博展览馆

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

ATTENTION FOR GLOBAL EYEWEAR CRUSADERS OF “INNOVATION AND BRANDS”

For immediate release

The 12th China (Shanghai) International Optics Fair, SIOF 2012, summons all optical associates worldwide. This emergency call dictates that : “Book your stand at SIOF 2012 NOW to establish your share in the promising China and Asia market”



We take pride in announcing that the most anticipated and established optical trade fair of Asia, SIOF 2012, is expanding and moving to the new venue, the Shanghai World Expo Exhibition & Convention Centre on 22 – 24 February 2012. It certainly is the quest for excellence by exhibitors and buyers alike as regards venue choice in terms of floor size and facilities. The new venue is the best and most accessible spot in town as it is the exact venue of the World Expo 2010. SIOF 2012 will occupy a stunningly massive exhibition area of 42,000 square meters. The new venue and the supremacy of SIOF 2011 edition have led to the frenetic scramble for exhibition space at SIOF 2012 - the largest international optical event in Asia organized by China Optometric & Optical Association and co-organized by Orient International Exhibition Co Ltd of Hong Kong. And the unmatched track record and remarkable achievements of SIOF have made the Ministry of Commerce of China endorse the event as their recognized distinguished exhibition.

To recap on the success of SIOF 2011, the fair occupied 38,000 square meters with 694 exhibitors, including principals and agents, from 20 countries and regions. Amidst these 694 exhibitors were 247 international companies with 358 overseas brands, constituting 35.6% of the total exhibitors. As for Chinese exhibitors, they occupied 4 Halls and an exhibition area of 29,300 square metres. Of the 449 Chinese exhibitors, all the up and coming brands were present and they were Balong, Cobra, Conant, Honsun, Jinggong, Lixin, MCT, Ming Yue, Parim, Porpoise, Prosun, SS Pair, Surjei, Tornado, Wan Xin, Weixing, Xinyuan and Yingchang. Further, exhibitors from Wenzhou and Xiamen actively participated and domestic pavilions were organized for them. Like all the previous years, SIOF 2011 featured top brand names and on top of that fully enjoyed the honour of having the presence of the FUKUI (Japan), SILMO (France) and HKOMA (Hong Kong) participating delegations. As SIOF is always famed for the presence of international brands, we do sincerely hope that you will find the following SIOF 2011 global brands impressive : 18K Gold Supreme, A.V.V., Adidas, Alain Delon, Alexander Mc Queen, Alfred Dunhill, Armani, Anne Et Valentin, Armani Exchange, Arrow, Asahi, Balenciaga, Baleno, Barbie, Bayer, Berlac, Bio Luc Thin, BMW, Bolle, Boss Hugo Boss, Bottega Veneta, Briot, Briot/Weco, Bugatti, Buick, Byblos, Calvin Klein,



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Calvin Klein-CK, Canon, Carrera, Celine, Charops, Charriol, Chase Diamond, Chopard, Chrome Hearts, Coach, Coburn, DAC Vision, Dior, Dong Yang, Ed Hardy, Efe, Elegance, Emilio Pucci, Emporio Armani, Ermenegildo Zegna, Escada, Euclid, Euracoat, Evisu, Exalto, Exte, Face A Face, Fendi, Frastema, Fred, Furla, Giorgio Armani, Givenchy, Gold & Jewelry Collection, Grand Seiko, Gucci, Hello Kitty, Hoya, Hugo Hugo Boss, Huvitz, Hydron, Indo, Issey Miyake, J.F.Rey, Jeep, Jhane Barnes, Jimmy Choo, Juicy Couture, Just Cavalli, Kansai, Karl Lagerfeld, Kooki, Lacoste, Lafont, Lego, Levi's, Leybold Optics, Lindberg, Loewe, Lotto, Lunetterie, M Missoni, Ma-Ji, Masatomo, Marc By Marc Jacobs, Marc Jacobs, Masunaga, Max Mara, Max&Co., Mcgregor, Meccanottica Mazza, Mei, Mercedes Benz, Mika, Mila Schön, Mini Cooper, Minima, Miss Sixty, Mizuno, Mykita, Nautica, New Balance, Nexus, Nidek, Nike, Nine West, Nomad, Norville Autoflow, Optisafe®, Oxibis, Pal Zileri, Phantom®, Pichina, Pierre Balmain, Polaroid, Police, Porsche Design, Ports, Potec, Proclear, Prodesign, Puma, Reichert, Renoma, Richdome, Roberta di Camerino, Roberto Cavalli, Rodenstock, Romeo Gigli, Rotlex, Rudy Project, S.T. Dupont, Sambo Tech, Santa Monica, Satisfloh, Schneider, Schuman, Seiko, Senju, Serengeti, Shin-Nippon, Shiseido, Silhouette, Sisley, Sterling Ultra Precision, Synergy, Tag Heuer, Takagi, Ted Lapidus, Tomey, Tommy Hilfiger, Tonsyame, Topcon, Transitions, U.S.Polo Ass'n, Unicos, United Colors Of Benetton, Valentino, Vera Wang, Visionix, Weco and Yves Saint Laurent. Furthermore, it is noteworthy that Bolle, Jeep, Lotto, Younger Optics, Loadpoint made their debut appearance at SIOF 2011. It is also well worth mentioning that SIOF 2011 witnessed an impressive 44,000 times of visiting from 77 countries and regions. Destined as Asia's premier and largest optical fair, SIOF 2012 will continue to display state-of-the-art spectacles & top-eyewear brands with their latest eyewear and sunglasses collections from around the world and to demonstrate the cutting-edge visual test equipment, manufacturing machinery and accessories. Moreover, traders and buyers will make use of this trade fair to source and procure the most sought-after optical products and equipment.

As compared with other optical events worldwide, SIOF has been characterized as the one with huge market potentials and showcasing a substantial number of top-tier and prestigious international brands. In that sense Shanghai acts as an impeccable location for this annual grand international optical event as she is a cosmopolitan city where affluence-generated brand consciousness is in no way exaggerated. It is hence fair to state that Shanghai is an up and coming regional fashion "hub" for renowned sunglass series developed by international fashion brands. Besides, February is the **best buying season in preparation** for the summer months and global buyers rushing into SIOF 2012's main entrance shall not have the slightest chance of viewing less-than-perfect merchandises, not even 1 single piece. Equally important is the fact that SIOF also performs the very significant role of exchange platform for hosting various professional seminars and is an ideal occasion for exhibitors launching and promoting their new products and technology to impress the buyers of China and the world!

In terms of market potentials, during the period January to July 2010, China imported USD\$0.27 billion worth of eyewear and related products, which was indeed a 54.08% year-on-year increase. At present, 550 million Chinese citizens are in need of eyecare services. Coupled with the very fact that China merely has at present approximately 30,000 opticians, demand clearly exceeds supply by huge proportions. This massive market in turn denotes an exceptionally strong and sustained thirst for high quality frames, lens, visual test equipment, manufacturing machinery and raw materials. The contact lens scene is no less encouraging, with 50 million contact lens wearers, aged 15-35, exactly in the prime of their spending capabilities, constituting an unparalleled procuring force. What is interesting is that the majority of these contact lens wearers are ladies and ladies are well known for being serious and unhesitant spenders. In fact, the general consensus is that purchasing power in the Chinese eyewear market as a whole will continue to rocket, with luxurious and branded goods being the locomotive. In fact, imported fashionable eyewear, which demonstrates enviable functions of precise vision correction, is always trusted by the well-off Chinese and also treated as a posh personal accessory to ascertain their status. Hence, this genre of eyewear is sure to have a substantial share in this gorgeous market.



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As stated, the supreme track record of SIOF 2011 and the SIOF 2012 new venue of Shanghai World Expo Exhibition & Convention Centre have led to the scramble for space. At this early stage, we are thrilled to learn that major international players have already confirmed participation at SIOF 2012. To name a few :

| Company name | Country | Major line of business |
|-------------------|---------|-------------------------------|
| Bushnell | USA | Sunglasses |
| De Rigo | Italy | Sunglasses |
| Lindberg | Denmark | Optical frames and sunglasses |
| LOTOS | Germany | Optical frames and sunglasses |
| Safilo | Italy | Sunglasses |
| Polycore | USA | Lenses |
| TOKAI | Japan | Lenses |
| MEI | Italy | Edgers |
| Satisloh | Germany | Coating machines and edgers |
| Topcon | Japan | Visual test equipment |
| Permanento | Holland | Materials |

In relation to all the above stated, it is also well worth mentioning that Bushnell, LOTOS and TOKAI are first-timers at SIOF and that Polycore has, after having taken a break, rejoined SIOF and it is somewhat encouraging because it really points to the fact that the new venue plus our track record have made our show irresistible.

Numerous global players will join in shortly and you will be keep posted regularly.

Building brands on Mainland China is essential for your company's development in this highly lucrative wonderland for the most aggressive enterprises. Don't miss this golden opportunity to build up your business in Shanghai, the economic hub and cosmopolitan city of China! And do not be surprised by the fact that you may be able to find a Chinese partner at SIOF 2012. On top of mainstream international brands, see for yourself the kind of quality that Chinese optical entrepreneurs are delivering and you will be stunned. Kindly do not be fooled by the claim that "Chinese made products must be inferior."

For the latest developments on SIOF 2012, please kindly surf www.siof.cn or contact the co-organizer via email orientex@netvigator.com or via phone at (852) 27893220.

For media enquiries, please contact:

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