

SIOF 2018 reveals the latest trends and innovations of optical industry

For immediate release

We are pleased to announce that the 18th China (Shanghai) International Optics Fair enjoys a giant leap forward with bigger number of participants . The annual event is scheduled to take place on 5- 7 March 2018 at the Shanghai World Expo Exhibition & Convention Centre, occupying all the 4 exhibition halls there. Large number of international exhibitors, together with their Chinese counterparts, will showcase the latest trends, products and innovations of the optical industry here. The venue, located in the center of the 2010 Shanghai World Expo Site, is the primary choice for first class professional international events.

SIOF2018 will occupy a massive gross exhibition area of over 80,000 square meters, of which Hall 2 is the prestige international product hall. Halls 1, 3 and 4 will accommodate iconic Chinese exhibitors. The basement concourse will be deployed as the Chinese “Fashion Designers’ Masterpieces Exhibition Hall”, while Hall 4 will be the “Boutique Gallery”, both designated to showcase China’s best design rationale and innovative eyewear to local and overseas guests.

Procurement Zone in International Hall

Procurement Zone is tailor-made for international exhibitors. It is located at the rear part of the international hall. It facilitates buyers to place orders on their desired products after viewing on site. In addition to their own stands, renowned international exhibitors who have specially acquired space in the *Procurement Zone* include **101 Studio** (Celine Dion, Fairwhale Jeans, Jill Stuart, Levi’s, Mark Fairwhale, New Balance) , **Seebond(Bape, Ed Hardy,Evisu, Maybach,Paris Hilton), Beijing Baodian(Flair, Porsche Design) and Ports**, while others are receiving the customers in their own booth area.

SIOF 2018 : Pretigiousness and The Top

1. It is endorsed by China’s Ministry of Commerce as one of the most prestigious exhibitions of the country.
2. 1 of the 10 most distinguished exhibitions of the light industry of China recognized by the China National Light Industry Council.

3. SIOF editions top the Asian list of 1st class eyewear exhibitions in terms of the number of exhibitors, international brands and scale of exhibition area.

Impressive figures from SIOF 2017

The quality of products, events and guests at SIOF 2017 are proof of the excellent results we have achieved. Here are the 2017 show's impressive figures:

97,439 times of visiting.

272 international exhibitors from 21 countries and regions, including Australia, Austria, Belgium, Canada, China, Denmark, France, Germany, HKSAR, India, Israel, Italy, Japan, Korea, Luxemburg, Singapore, Spain, Sweden, Switzerland, Taiwan Region, UAE, UK,USA

376 global brands

595 Chinese exhibitors

The exhibition for International Brands

276 international companies with **379** global brands from **22** countries and regions have confirmed to attend SIOF 2018. Shown below is a list of some of our renowned international brands (in alphabetical order) :

3.1 PHILLIP LIM	3M	ADIDAS ORIGINALS	ADIDAS	AGNÈS B
AIGLE	AIGNER	ANNA SUI	AQUACLEAN GUARD	ARKEMA
AUTRE	B&S	BALENCIAGA	BALLY	BANERINA
BANERINO	BAPE	Bausch + Lomb	BOLON	BOSTON CLUB
BRIOT	BUHLER	BYWP	C.S.O.	CALVIN KLEIN JEANS
CANAAN TREE	CANON	CAZAL	CARL DANIELA	CELINE DION
CERIUM	CHARMANT	CHAROPS	CHIC MODE	CHLOE
CLALEN	CLAYTON FRANKLIN	CLEARLAB	COBURN	COLUMBIA

COTEC	COSMO	DAC VISION	DANIEL LEWIS	DAVID STAR
DAVIDOFF	DEC INC	DIA	DIESEL	DITA
DJUAL	DSQUARED2	ED HARDY	EDGE-IT	EDORYU
EIN	ENDLESS	ERMENEGILD O ZEGNA	ESSILOR	ETRO
EURAMA	EVISU	EYE PORT	FACE A FACE	FEB31st
FILA	FLAIR	FORMMAX	FOUR NINES (999.9)	FRANK CUSTOM
GRAND FEDI	GRAND SEIKO	GRILAMID TR90	GROOVER	G-STAR
GUESS	HAPTER	HELLO KITTY	Hoya	HUVITZ
ICIBERLIN	INAMI	INCOULEUR	INON	IRONIC ICONIC
iSVE	IZMO	J. G	JAGUAR	JENNYBEE
JILL STUART	JISCO	KALEOS EYEHUNTERS	KALLA	KATE LORRAINE
KARL LAGERFELD	KAZE	Ki ET LA	KINSOLE	LACOSTE
LAFONT	LAJOLI	LENSER	LEP	LEVI'S
LIGHTEC	LINDA FARROW X MW	LINDBERG	LIINTA	LONGCHAM P
LUCAS DE STAEL	LUCIANO	LUKI	LUNOR	MARKUS-T
MARNI	MASSADA	MASUNAGA since 1905	MATSUDA	MAUI JIM
MAYBACH	MCM	MEI	MENRAD	MILA SCHON
MODO	MONOQOO L	MONTBLANC	MOSCOT	MUST BY GRAFIX
MYKITA	NATIVE SONS	NEITZ	NEO COSMO	NEO COSMO 1 DAY
NEO PLUS	NEW BALANCE	NEW BIO	NEWPORT	NGL
NIDEK	NIKE	NOMAD	NORVILLE AUTOFLOW	OCUCO
ÖGA	ONONO	OPTI-COLOR	OPTIMUS	OPTIMUS + TORIC
OPTOTECH	OPTRON	ORGANIC LENS POLISH	P+US	PARIS HILTON

PAUL HUEMAN	PHILIPPE V	PORSCHE DESIGN	PORTS EYEWEAR	POTEC
PRODESIGN	PROSUN	PROYE	PULL UP CASE	QINGSHAN
REBEL VISION	REICHERT	RENOMA LUNETTES	REI KAWAKUBO	RIGHTON
ROBERTO CAVAL LI	ROSE ROSA	RUDY PROJECT	ROBERTO CAVAL LI	ROYAL REGALITY
S.T. DUPONT	SANTA MONICA	SATISLOH	SCHNEIDER	SALVATORE FERRAGAMO
SCIENCE II	SEESHELL	SHADEZ	SHIN-NIPPON	SILHOUETTE
SILMO	SINJIN DIAMOND	STEADY	STEPPER	STRADA DEL SOLE
SUPERVISION	SUPORE	TAKAGI	TATOO	THIERRY LASRY
THOM BROWNE	TOD'S	TOMEY	TOM FORD	TONY SAME
TOPCON	TWINKLE	ULTRAMAN	UNDOSTRIAL	VICTORIA BECKHAM
VISIONIX	VYCOZ	WECO	Y CONCEPT	ZD LOOK
ZEISS				

In the list below are some of the major international exhibitors of SIOF 2018; the information comes with the scope of their business :

Company / Brand name	Country	Major line of business
Bausch + Lomb	USA	Contact Lens
ByWP	Germany	Optical frames and sunglasses
CARL ZEISS	Germany	Lens
Charmant	Japan	Optical frames and sunglasses
DITA	USA	Optical frames and sunglasses
Essilor	France	Lens
Hoya	Japan	Lens
Ic! Berlin	Germany	Optical frames and sunglasses
Kaleos Eyehunters	Spain	Optical frames and sunglasses
Lafont	France	Optical frames and sunglasses
Lindberg	Denmark	Optical frames and sunglasses
Lunor	Germany	Optical frames and sunglasses

Marchon	USA	Optical frames and sunglasses
Marcolin	Italy	Optical frames and sunglasses
Markus-T	Germany	Optical frames and sunglasses
Masunaga	Japan	Optical frames
Maui Jim	USA	Sunglasses
MEI	Italy	Edgers
Menrad	Germany	Optical frames and sunglasses
Mitsui Chemicals	Japan	Raw Materials
MontBlanc	Italy	Optical frames and sunglasses
Mykita	Germany	Optical frames and sunglasses
NGL (Shanghai)	Switzerland	Concentrates for ultrasonic cleaning
Nidek	Japan	Visual test equipment
Porsche Design	Italy	Optical frames and sunglasses
Ports	Canada	Optical frames and sunglasses
Roberto Cavalli	Italy	Optical frames and sunglasses
Satisloh	Germany	Coating machines and edgers
Schneider	Germany	Coating machines and edgers
Silhouette	Austria	Optical frames and sunglasses
S.T. Dupont	France	Optical frames and sunglasses
Stepper	Germany	Optical frames and sunglasses
THOM BROWNE	USA	Optical frames and sunglasses
Tod's	Italy	Optical frames and sunglasses
Tokai	Japan	Lens
Tom Ford	Italy	Optical frames and sunglasses
Topcon	Japan	Visual test equipment
Victoria Beckham	Italy	Optical frames and sunglasses
Younger	USA	Lenses

Indeed, to stand out in a mega show like SIOF 2018, international exhibitors really have no better alternatives to catch attention than to “enlarge themselves” on top of assuring best quality display. Ponder the following :

Name of exhibitor	Country of brand origin	Line of business	% ↑ in SIOF 2018 exhibition area
Cerium	UK	Lens Manufacturing & processing Machinery, Raw Material	↑ 400%
Chang's(DITA,IC!Berlin,Thom Browne)	USA, Germany	Optical frames and sunglasses	↑ 60%
PUYI(Linda Farow x MW,Victoria Beckham)	Italy	Optical frames and sunglasses	↑ 75%
Eternal (Adidas,Anna Sui,Santa Monica,Silhouette	Germany,Italy,Austria	Optical frames and sunglasses	↑ 100 %

This year first-time exhibitors in SIOF 2018 include :

Brand name	Country of brand origin	Major line of business
Ki ET LA	France	Kid's Eyewear
Native Sons	Japan	Optical frames and sunglasses
Sheets Eyewear	Denmark	Optical frames and sunglasses
Victoria Beckham	United Kingdom	Optical frames and sunglasses
Vycoz	Korea	Optical frames and sunglasses

The brands who resume participation in SIOF 2018 again include:

Brand name	Country of brand origin	Major line of business
ByWP	Germany	Optical frames and sunglasses
Maui Jim	USA	Sunglasses

Introduction of some international exhibitors of SIOF2018

Marchon, one of the world's largest and reputed manufacturers and distributors of high-end optical frames and sunglasses. Marchon will showcase their renowned brands including Calvin Klein Collection, ck Calvin Klein, Calvin Klein Jeans, Karl Lagerfeld, Lacoste, Nike, Salvatore Ferragamo and Valentino. Marchon's headquarters is located in New York and also has offices in Amsterdam, Hong Kong,

Tokyo and Venice. Through all these channels Marchon is now admirably serving a clientele base exceeding 80,000 in over 100 countries.

Another international eyewear manufacturer, Marcolin, continue to join SIOF . Marcolin is one of the biggest eyewear brands owners nowadays, their headquarter is located in Italy with over 288 distributors in 127 countries and region in the world. This year, Marcolin will showcase their renowned brands including Balenciaga, Diesel, DSquared2, Ermenegildo Zegna, Guess, Montblanc, Roberto Cavalli, Swarovski, Tod's and Tom Ford.

The world renowned designer brand participants who will join SIOF 2018 include 3.1 Phillip Lim , Boston Club , Bywp, DITA, Face A Face, Four Nines(999.9), Frank Custom, Hapter, Ic!Berlin, Kaleos Eyehunters, Lafont, Linda Farrow Gallery x MW, Lindberg, Lunor, Masunga, Matsuda, Markus-T, Maui Jim, Monoqool, Morel, Moscot, Must By Grafix, Mykita, Native Sons, ÖGA, Plus, Prodesign, Sheets, Steady, Strada Del Sole, Thom Browne, Tony Same, Undostrial, Victoria Beckham, Vycoz & etc;

All reputed Chinese eyewear brands will also be present. Their booth are in hall 1,3 &4.

Full support by Korea Optical Industry Support Centre

There are 57 Korean exhibitors, including members of the Korea Optical Industry Support Centre & Korea Optometric Association and individual Korean companies, to name but a few, Bando, CMA Global, GEO, LookOptics, Huvitz, Interojo, New Bio, World Trend. They altogether occupy over 1,000 sqm in SIOF 2018's international hall.

Many exhibitors are from Germany

One thing that is worth mentioned is that the number of exhibitors from Germany is the second largest in SIOF 2018. Some of the major German brands participating include: Bywp, Cotec, Flair, Lunor, Menrad, , Markus-T, Optotech, Satisloh, Schneider. And the German exhibitors occupied over 500 sqm in SIOF 2018's international hall.

Specific Area for Machinery and Equipments

There is a specific area for the exhibitors showing eyewear production machinery and visual test equipment in the international hall. Many well-known international

exhibitors will showcase their up-to-date machinery and equipment in that zone, some of the machinery brands include B & S, Buhler, Coburn, Cotec, MEI, Optotech, Satisloh, Schneider; optical software such as Lensware International & Ocuco, are also on display there. And there are equipment brands such as Briot, Canon, Contamac, C.S.O., Essilor, Grand Seiko, Huvitz, Lenser, Nidek, Norville Autoflow, Novar, Shin-Nippon, Takagi, Topcon, Tomey, Reichert, Righton, Potec, and Visionix.

Good Timing to hold the SIOF

As for timing, SIOF takes place right after the Chinese New Year, which is the beginning of the buying season of the year and the preparation period for the summer months, hence global buyers rushing to SIOF 2018 could look for their targeted items easily.

SAVE THE DATE!

China (Shanghai) International Optics Fair will be launched on 5- 7 March 2018, guests around the world will be there to see the sector's finest trends and innovations, along with its best brands and companies.

Media-wise SIOF 2018 have cooperated with Chinese and international optical publications, optical associations and optical show organizing counterparts to increase the media exposure, including the following:

China Glasses Science-Technology (China), DIOPS (Korea), Eyefocus (Korea), Korea Optical Industry Support Center (KOISC) (Korea), Korea Optometric Association (Korea), Eyezone (Kuwait), Four Plus Media (India, Singapore, UAE), GANKYO (Japan), Hong Kong Optical Manufacturers Association (Hong Kong), Hong Kong Trade Development Council (Hong Kong), Indian Optician (India), MAFO (Germany), MIDO (Italy), Optical Business (Korea), Optical World (UK), Optikey (Italy), SILMO (France), Vision Expo (USA) and VEKO (Russia).

For the latest developments of SIOF 2018, please surf www.siof.cn or contact us, the co-organizer, via email orientex@netvigator.com, or via FACEBOOK :

www.facebook.com/CIOF.SIOF or via phone at (852) 2789 3220.

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