

The China (Shanghai) International Optics Fair (SIOF 2019) is going to shine again in the Pearl of the Orient

For immediate release

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We are pleased to announce that the 19th China (Shanghai) International Optics Fair enjoys a giant leap forward with bigger number of participants. The annual event is scheduled to take place on 21- 23 February 2019 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.

SIOF2019 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** (Agnes B, Jill Stuart, Levi’s, New Balance) , **Seebond (Bape, Ed Hardy, Evisu, Paris Hilton), Beijing Baodian (Flair, Porsche Design), Ports and Stepper**, while others are receiving the customers in their own booth area.

SIOF 2019 : Prestigiousness 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 2018

The quality of products, events and guests at SIOF 2018 are proof of the excellent results we have achieved. Here are the 2018 show's impressive figures:

- 95,383 times of visiting
- 276 international exhibitors from 22 countries and regions, including Australia, Austria, Belgium, Canada, China, Denmark, France, Germany, HKSAR, India, Israel, Italy, Japan, Korea, Singapore, Spain, Sweden, Switzerland, Taiwan Region, UAE, UK, USA
- 379 global brands
- 575 Chinese exhibitors

The exhibition for International Brands

281 international companies with 382 global brands from 22 countries and regions have confirmed to attend SIOF 2019. Shown below is a list of some of our renowned international brands (in alphabetical order) :

In the list below are some of the major international exhibitors of SIOF 2019; the information comes with the scope of their business :

Company / Brand name	Country	Major line of business
999.9	Japan	Optical frames and sunglasses
Bape	Japan	Optical frames and sunglasses
Bausch + Lomb	USA	Contact Lens
BJ CLASSIC COLLECTION	Japan	Optical frames and sunglasses
BUHLER	Germany	Coating machines and edgers
ByWP	Germany	Optical frames and sunglasses
Canon	Japan	Visual test equipment
CARL ZEISS	Germany	Lens
Cazal	Germany	Sunglasses
Charmant	Japan	Optical frames and sunglasses
DITA	USA	Optical frames and sunglasses

Company / Brand name	Country	Major line of business
Essilor	France	Lens
Flair	Germany	Optical frames and sunglasses
Gotti	Switzerland	Optical frames and sunglasses
Hoya	Japan	Lens
Ic! Berlin	Germany	Optical frames and sunglasses
Jaguar	Germany	Optical frames and sunglasses
JISCO EYEWEAR	Spain	Optical frames and sunglasses
Kaleos Eyehunters	Spain	Optical frames and sunglasses
Korean Pavilion and individual exhibitors	Korea	At SIOF 2019, an all-embracing array of Korean forces will showcase truly awesome frames, contact lenses, lenses and tip-top equipment. Apart from individual participants, members of Korea Optical Industry Agency (KOIA) form the official participation group again to show the best optical products of Korea to China and the world.
Lafont	France	Optical frames and sunglasses
Linda Farrow Linear	UK	Optical frames and sunglasses
Lindberg	Denmark	Optical frames and sunglasses
Lunor	Germany	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
Monoqool	Denmark	Optical frames and sunglasses
Morel	France	Optical frames and sunglasses
Mykita	Germany	Optical frames and sunglasses
Nidek	Japan	Visual test equipment
Optotech	Germany	Coating machines and edgers
Porsche Design	Italy	Optical frames and sunglasses
Ports	Canada	Optical frames and sunglasses
RETROSUPERFUTURE	Italy	Optical frames and sunglasses
Satisloh	Germany	Coating machines and edgers

Company / Brand name	Country	Major line of business
Schneider	Germany	Coating machines and edgers
Silhouette	Austria	Optical frames and sunglasses
S.T. Dupont	France	Optical frames and sunglasses
Steady	Japan	Optical frames and sunglasses
Stephane + Christian	Korea	Optical frames and sunglasses
Stepper	Germany	Optical frames and sunglasses
THOM BROWNE	USA	Optical frames and sunglasses
Tokai	Japan	Lens
Topcon	Japan	Visual test equipment
Victoria Beckham	UK	Optical frames and sunglasses
Younger	USA	Lenses

Indeed, to stand out in a mega show like SIOF 2019, 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 2019 exhibition area as compared with SIOF 2018
Chang’s (DITA, IC!Berlin, Thom Browne)	USA, Germany	Optical frames and sunglasses	↑ 61%
PUYI (Linda Farrow Linear, Victoria Beckham)	Italy	Optical frames and sunglasses	↑ 43%
Stepper	Germany	Optical frames and sunglasses	↑ 725%

This year first-time exhibitors in SIOF 2019 include :

Brand name	Country of brand origin	Major line of business
RETROSUPERFUTURE	Italy	Optical frames and sunglasses
Stephane + Christian	Korea	Optical frames and sunglasses

Introduction of some international exhibitors of SIOF2019

The world renowned designer brand participants who will join SIOF 2019 include , BJ Classic Collection, Bywp, DITA, Face A Face, Four Nines (999.9), Frank Custom, Hapter, Ic!Berlin, Kaleos Eyehunters, Lafont, Lindberg, Lunor, Masunaga, Matsuda, Markus-T, Monoqool, Morel, Must By Grafix, Mykita, Plus, Prodesign, Steady, Thom Browne, Undustrial, Victoria Beckham, Vycoz etc;

All reputed Chinese eyewear brands will also be present. They 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, Huvitz, New Bio, World Trend. They altogether occupy over 1,000 sqm in SIOF 2019'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 2019. Some of the major German brands participating include: AnyDi, ByWP, Cotec, Flair, Lunor, Menrad, Markus-T, Optotech, Satisloh, Schneider. And the German exhibitors occupied over 500 sqm in SIOF 2019'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, Essilor, Huvitz, Lenser, Luneau, Nidek, Shin-Nippon, Takagi, Topcon, Tomey, Reichert, 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 2019 could look for their targeted items easily.

SAVE THE DATE!

China (Shanghai) International Optics Fair will be launched on 21- 23 February 2019, 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 2019 have cooperated with Chinese and international optical publications, optical associations and optical show organizing counterparts to increase the media exposure, including the following:

Abioptica (Brazil), China Glasses Science-Technology (China), DIOPS (Korea), Korea Optical Industry Agency (KOIA) (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), LOOP (Taiwan), 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 2019, 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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