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Organizer 主办单位 : China Optometric & Optical Association 中国眼镜协会  
Sinolight International Holdings Corporation 中国中轻国际控股有限公司

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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Re : SIOF 2021 updates, market outlook and highly recommending China International Optics Fair 2020 On-line

In compliance to China State Council's "Guidance to Implement Joint Prevention and Control Mechanism On The Normalization and Containment of the New Coronavirus Epidemic", the 20<sup>th</sup> China (Shanghai) International Optics Fair, scheduled to be held in Shanghai (February), has been relayed to March 1-3, 2021, at Shanghai World Expo Exhibition & Convention Center (SWEECC).

It is important to note that China, unlike other major Western countries which do not possess solid economic groundwork, is the only nation in the world to be rapidly recovering from the blow of the epidemic. And statistics have shown that:

- i. China's economy grew 3.2% from April to June in 2020, amidst decline recorded in all other major global economies.
- ii. China's luxury spending is forecasted to leap 30% in the second half of 2020, and her GDP for 2020 will be US11.9 trillion, equivalent to 70% of the size of the US economy!
- iii. Sales of luxury goods in China bounced back in a phenomenal manner, for instance, the iconic LVMH group recorded an incredible sales surge of 65% from April to June 2020 due to pent up demand. Hence the picture is rosy and the ongoing recovery shall complement and coincide with SIOF 2021.

And in view of basic needs,

- i. China has one of the highest rates of myopia in the world. 50% of people in China are affected by myopia, significantly higher than the global average of 30%.
- ii. According to a survey by the National Health Commission, 53.6% of mainland children and adolescents in 2018 suffered from myopia, including 14.5% of children aged six, 36% of primary school students, 71.6% of junior high school students and 81% of senior high school students. This suggests that the market potential for spectacles is huge and has not subsided.

Besides, in view of abiding by the Central Government's determination to revive economy in all aspects, prior to our physical event, the Organizers shall organize an online exhibition, utilizing the best Chinese and overseas resources and technologies to restart the Chinese and international optical trade. The tentative date for China International Optics Fair 2020 On-line is November 9-18, 2020.

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Organized by China Optometric and Optical Association, Sinolight International Holdings Corporation and co-organized by Orient International Exhibition Co., Ltd, the China International Optics Fair 2020 Online will be held via China Council for the Promotion of International Trade's cloud platform. In fact, before our event, a "China-UAE Economic and Trade Digital Exhibition" was successfully held on this platform, achieving impressive purchases, investment and co-operation results. We believe that this unprecedented on-line optical exhibition of China will create substantial impact to the market and bring about fruitful results as the industry has been long awaiting for such collective trading engagement!

During the online exhibition, information will also be disseminated on

1. The newsletter of China International Exhibition Centre
2. The website of China International Exhibition Centre ([www.ciec-expo.com](http://www.ciec-expo.com))
3. The website of China Optometric & Optical Association ([www.chinaoptics.com](http://www.chinaoptics.com))
4. The official WeChat account of China Optometric and Optical Association (Wechat ID: COOA 2016)
5. The websites of the Co-organiser, Orient International Exhibition Co., Ltd. ([www.orientexhibition.com.hk](http://www.orientexhibition.com.hk)), ([www.siof.cn](http://www.siof.cn)), ([www.ciof.cn](http://www.ciof.cn))

The above stated vehicles will seamlessly solicit buyers from all over the world to communicate and negotiate business with our exhibitors online. Counting on China's vast and recovering market, and combining with the latest display formats, this online exhibition will be a grand event for companies to reach out new markets, multiply trade channels, and showcase their latest products and achievements.

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The exhibition format shall fall into the 3 categories below:

### 1. Digital display

The exhibitor's products and services can be fully displayed through literal descriptions, photos, graphics, videos and other vehicles. At the same time, the structured demonstration of exhibitors' products can be realized through the platform's 3D model (technical company can assist with the production), which can more accurately and impressively reflect the product characteristics and functions. In addition, visitors can quickly locate and source their interested products and business enterprises through the intelligent search function and a variety of booth maps.

### 2. Online negotiation and business matching

Exhibitors and registered buyers can conduct real-time online negotiation through the cloud platform. Utilizing big data matching and intelligent search, accurate pairing between buyers and sellers can be achieved. Buyers' purchase information can also be recommended to corresponding exhibitors to achieve an admirable business matching hit rate.

### 3. Online live broadcast and video conference services

Exhibitors can realize online live broadcast, product demonstration, product promotion and conduct online conferences and forum activities through the cloud platform. Indeed, Encouraging messages, Likes, and forwarding during live broadcasts and meetings, recording and replay are some of the remarkable functions the platform can furnish.

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All interested optical associates who wish to participate in China International Optics Fair 2020 On-line are most welcome to contact Orient International Exhibition Co., Ltd. at :

1. Email : [orientex@netvigator.com](mailto:orientex@netvigator.com)
2. Tel : (852) 2789 3220

As this online exhibition is a brand new participation experience, to facilitate exhibitors' participation, the Organizing Committee will uniformly conduct online training and technical guidance for exhibitors during the preparation period. If technical problems arise during the span, exhibitors or buyers can consult the Organizer or our technical service department at any time.

The detailed contact information is as follows:

Contact Information of China Optometric and Optical Association

Tel: 0086-10-83559070/71/72

E-mail: [cooa@chinaoptics.com](mailto:cooa@chinaoptics.com)

Online platform technical service company:

Fair Data Co., Ltd. (Subsidiary of China International Exhibition Centre)

Customer Service Tel: 0086-10-84600180

Customer Service E-mail: [zhaox@ciec.com.cn](mailto:zhaox@ciec.com.cn)

Should you or your readers have any further queries, kindly do not hesitate to contact us.

Contact:



Orient International Exhibition Co., Ltd.

Tel: (852) 2789 3220

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Website: [www.siof.cn](http://www.siof.cn) / [www.orientexhibition.com.hk](http://www.orientexhibition.com.hk)

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