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**SIOF 2021 updates, exhibitor list, buyer highlights and market outlook**

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 May 6-8, 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.

And notable Chinese enterprises to surf ahead of the wave also enjoy the privilege of becoming our SIOF 2021 exhibitors simultaneously. *To name a few*, they include Hydron, Parim Optical (Xiamen) Co., Ltd. Jiangsu Hongchen Optical Co Ltd, MingYue Optical, Wanxin Optical Group Co.,Ltd, etc.

As for international exhibitors, it is never too late to join our league of gold rushers as the spiral is forever going up. This year, we are most pleased to have the presence of the following 1<sup>st</sup> time global exhibitors at SIOF 2021 :

	Name of company	Country of brand origin	Line of business
1	Maserati	Italy	<i>Hot &amp; trendy</i> optical frames

Indeed, **Maserati** as the icon of racing cars needs no introduction. SIOF 2021 takes pride in the presence of Maserati. One thing is for sure : Maserati's eyewear will be as *hot* as her racing cars.

In no way will they be disappointed as SIOF 2021 will continue to be the most powerful procurers' magnet. It is important to note that SIOF 2019 drew 85,323 times of visiting from 72 countries and regions, denoting numerous deals closed and contracts signed during the show period and aftermath. SIOF 2021 will only attract even *more* buyers. ***We simply cannot estimate how many deals will be closed.***

Speaking of renowned global exhibitors, Hall 2 will be the prestige international product hall, to shine together with Chinese exhibitors in Halls 1, 3 and 4. In order to facilitate buyers to place orders on their desired products after viewing on site, our Procurement Zone in Hall 2 shall cater for remarkably eager exhibitors, including 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,

Meanwhile, to get Chinese eyewear brands even more acquainted with international buyers and media, the organizers will in the basement area host the Chinese "Fashion Designers' Masterpieces Exhibition Hall", while Hall 4 shall take on the important role of "Boutique Gallery", both showcasing the trendiest Chinese frame design. Highlighted enterprises of the above stated shall include Parim Optical (Xiamen) Co., Ltd, and Mega Kingdom Technology Co., Ltd. °

*SIOF is always the top and most prestigious international optical event in China :*

- (a) It is endorsed by China's Ministry of Commerce as one of the most prestigious exhibitions of the country.
- (b) 1 of the 10 most distinguished exhibitions of the light industry of China recognized by the China National Light Industry Council.
- (c) SIOF editions top the Asian list of 1<sup>st</sup> class eyewear exhibitions in terms of the number of exhibitors, international brands and scale of exhibition area.

At latest count, SIOF 2021 has gathered 194 international exhibitors from 23 countries and regions, and 255 global brands shall be on display. Over 600 Chinese exhibitors will also be present. Regarding international brands participation, full support will again be rendered to SIOF 2021 by Korea. A total of 32 Korean brands will attend and showcase the most stylish eyewear products. Sizeable Korean wizards such as Frank Custom, Hi Vision, Holy Nara, Huvitz, Ironic Iconic, Polytouch, Projekt Produkt, TCS, World Trend, Vycoz simply cannot wait to come. Apart from Korea, exhibitors from Germany will also steal the limelight in SIOF 2021. Some of the major German brands participating shall include: (ByWp, Buhler, Carl Zeiss, Flair, IC!Berlin, Lunor, Markus-T, Optotech, Satisloh, Schneider, Stepper, Wolfgang Proksch).

As regards reputed Japanese *designer brands*, continuous support of a *Japanese village*, featuring Acoustic Line, BCPC, G4, Diffuser, Dun, Husky Noise, Inon, Kame Mannen, Nippon Lens, Pas A

Pas, Solid Blue, Two Plus, I Enomoto, Putri, Monblue, Visse, Sugimotokei, Naito Kumahachi-saku & many others, shall impress the old school. Japanese optical companies are famous for their craftsmanship & high-technologies. Other iconic names, to name a few, will include 999.9, BJ Classic Collection, Effector, Hoya, Masunaga, Taylor With Respect, Steady and etc.

And on a macro-basis, our bird's eye view of SIOF 2021 shall be depicted as follows  
(*not exclusive*) :

<b>Company / Brand name</b>	<b>Country</b>	<b>Major line of business</b>
999.9	Japan	Optical frames and sunglasses
Bape	Japan	Optical frames and sunglasses
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	Lenses
Cazal	Germany	Sunglasses
DITA	USA	Optical frames and sunglasses
Essilor	France	Lenses
Flair	Germany	Optical frames and sunglasses
Freshcon	Singapore	Contact lens
Hoya	Japan	Lenses
Ic! Berlin	Germany	Optical frames and sunglasses
Linda Farrow	UK	Optical frames and sunglasses
Lindberg	Denmark	Optical frames and sunglasses
Lunor	Germany	Optical frames and sunglasses
Markus-T	Germany	Optical frames and sunglasses
Maserati	Italy	Optical frames
Masunaga	Japan	Optical frames
Matsuda	Japan	Optical frames and sunglasses
MCM	Italy	Optical frames and sunglasses
Menicon	Japan	Contact Lens
Modo	Italy	Optical frames and sunglasses
Monoqool	Denmark	Optical frames and sunglasses

Company / Brand name	Country	Major line of business
Myth Greece	Greece	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
Salvatore Ferragamo	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
Steady	Japan	Optical frames and sunglasses
Stepper	Germany	Optical frames and sunglasses
Thom Browne	USA	Optical frames and sunglasses
Tokai	Japan	Lenses
Victoria Beckham	UK	Optical frames and sunglasses
Wolfgang Proksch	Germany	Optical frames and sunglasses
Yohji Yamamoto	Japan	Optical frames and sunglasses
Younger	USA	Lenses

Nowadays, eyewear being synonymous to fashion is an universally undisputed fact. World renowned designer brand participants who have joined SIOF 2021 include : BJ Classic Collection, ByWp, DITA, Four Nines(999.9), Frank Custom, Hapter, Ic!Berlin, Lindberg, Lunor, Masunga, Matsuda, Markus-T, Monoqool, Must By Grafix, Plus, Projekt Produkt, Steady, Thom Browne, Victoria Beckham, Wolfgang Proksch, Vycoz , Yohji Yamamoto etc.

*SIOF 2021 product classification by percentage :*

(Certain exhibitors are engaged in multiple businesses)

Product Classification	Percentage
Frames	56%
Sunglasses	61%
Lenses	20%
Contact lenses	35%
Visual test equipment and manufacturing and processing machinery	30%
Raw materials	10%
Others	2%

**SIOF 2021 is fully supported by revered international optical establishments**

Media-wise SIOF 2021 has 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), Korea Optical Industry Agency (KOIA) (Korea), 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), Inoptics (India), Loop (Taiwan), MAFO (Germany), MIDO (Italy), Optical Business (Korea), Opti Munich (Germany), Optical World (UK), Optikey (Italy), SILMO (France), Vision Expo (USA) and VEKO (Russia).

**Welcome home**

SIOF 2021's international hall welcomes back Marchon, whose eyewear exhibits unmatched quality and design. Welcome you all back.

**Award winners**

All SIOF editions have attracted award winners. To cite 2 outstanding instances at SIOF 2021, we are most pleased to have the company of Hapter, very exceptional spectacle frame manufacturers.

Hapter the Italian brand was founded by Eric Balzan and Mirki Forti back in 2003. Hapter features unmatched posh hand-woven fabrics and unique coating techniques. Hapter achieved reputed international design awards, including iF Product Design Award 2013, German Design Award 2014 and Good Design Award 2014.

**Don't miss out on CIOF 2021 and SIOF 2022**

Let us meet up again at CIOF 2021, September 8 - 10, Beijing, China International Exhibition Center. CIOF 2021 is another leading annual optical exhibition in Asia, and also a sizeable and influential optical exhibition globally. It is the best place to know about future trends from leading eyewear trendsetters. It is also known as the ideal platform for global suppliers to showcase their latest products and technology, and for buyers to see the latest eyewear style and future trends in autumn. And the next SIOF 2022, will again take place in April 2022. ***The 2 events actually fit into the bi-annual mega Chinese eyewear buying seasons seamlessly.*** For updates, please do kindly surf [www.ciof.cn](http://www.ciof.cn) and [www.siof.cn](http://www.siof.cn) regarding CIOF 2021 and SIOF 2022 respectively or contact us, the co-organizer, via email [orientex@netvigator.com](mailto:orientex@netvigator.com), or via phone at (852) 2789 3220.

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