



### [Press release](#)

#### SIOF 2022 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 21<sup>st</sup> China (Shanghai) International Optics Fair, scheduled to be held in Shanghai (February), has been relayed to September 15-17, 2022, at Suzhou International Expo Center.

It is important to note that China is still keeping a rapid economic growth. And statistics have shown that :

- i. China's economy grew 4.8% from January to March in 2022.
- ii. China's spending is increased by 3.3% in the first quarter of 2022.

And in view of basic needs,

- i. China has one of the highest rates of myopia in the world. Over 600 million of people in China are affected by myopia.
- ii. According to a survey by the National Health Commission, 53.6% of mainland children and adolescents in 2021 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.

In no way will they be disappointed as SIOF 2022 will continue to be the most powerful procurers' magnet. It is important to note that SIOF 2021 drew 89,138 times of visiting, denoting numerous deals closed and contracts signed during the show period and aftermath. SIOF 2022 will only attract even *more* buyers. ***We simply cannot estimate how many deals will be closed.***

#### 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 1st class eyewear exhibitions in terms of the number of exhibitors, international brands and scale of exhibition area.

At latest count, SIOF 2022 has gathered **126** international exhibitors including principals and agents from **18** countries and regions, and **136** global brands shall be on display. Over 400 Chinese exhibitors will also be present.

	Name of Company	Country of brand origin	Line of business
1	Thélios	Italy	Optical frames
2	Leowl in eye	Japan	Optical frames
3	Padma	Japan	Optical frames
4	Tokiwa made	Japan	Optical frames

Thélios was founded by the LVMH group, the world leader in luxury items, with a vision to penetrate the eyewear market, designing, producing and distributing sunglasses and frames for their luxury brands portfolio, including: Dior, Fendi, Celine, Givenchy, Loewe, Kenzo, Stella McCartney, Fred, Berluti.

### **Welcome home**

SIOF 2022's international hall welcomes back Marcolin, 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 Adidas, Bally, BMW, Ermenegildo Zegna, Guess, Max Mara, Moncler, Swarovski, Skechers, Tom Ford and Web Eyewear. Welcome you all back

### **Continue to join SIOF**

Marchon & Safilo continue to join SIOF. Marchon is 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, Calvin Klein Jeans, Converse, Lacoste, Lanvin, Longchamp, Nike, Salvatore Ferragamo and Skaga. 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 legendary Italian eyewear manufacturer and distributor – Safilo, one of the forerunners in the top-tier eyewear market, a leading eyewear manufacturer will exhibit in SIOF this September who will bring Hugo Boss, Jimmy Choo, Ports Eyewear & Tommy Hilfiger at SIOF 2022.

Regarding international brands participation, full support will again be rendered to SIOF 2022 by Korea. A total of **21** Korean brands will attend and showcase the most stylish eyewear products. Sizeable Korean gurus such as, Hi Vision, Holy Nara, Huvitz simply cannot wait to show their masterpieces. Apart from Korea, exhibits from Germany will also steal the limelight in SIOF 2022. Some of the major German brands participating shall include: (Bywp, Flair, Optotech, Satisloh, Schneider, Stepper).

Japanese optical companies are famous for their craftsmanship & high-technologies. In SIOF2022, the iconic names, to name a few, will include BJ Classic Collection, KameManNen, Masunaga, Matsuda, Taylor With Respect, Voss ETC.

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 Optotech, Satisloh, Schneider; optical software such as Lensware International is also on display there. And there are equipment brands such as Briot, Essilor, Huvitz, Nidek, Topcon, Righton, and Visionix.

And on a macro-basis, our bird's eye view of SIOF 2022 shall be depicted as follows  
(not exclusive) :

Company / Brand name	Country	Major line of business
BJ Classic Collection	Japan	Optical frames and sunglasses
ByWP	Germany	Optical frames and sunglasses
Cazal	Germany	Sunglasses
Ermenegildo Zegna	Italy	Optical frames and sunglasses
Essilor	France	Lenses
Flair	Germany	Optical frames and sunglasses
Hugo Boss	Italy	Optical frames and sunglasses
Jimmy Choo	UK	Optical frames and sunglasses
KameManNen	Japan	Optical Frames
Kenzo	France	Optical frames and sunglasses
Masunaga	Japan	Optical frames
Matsuda	Japan	Optical frames and sunglasses
Moncler	France	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
Resin	Poland	Optical frames and sunglasses
Salvatore Ferragamo	Italy	Optical frames and sunglasses
Satisloh	Germany	Coating machines and edgers
Schneider	Germany	Coating machines and edgers
Seiko	Japan	Lenses
S.T. Dupont	France	Optical frames and sunglasses
Stepper	Germany	Optical frames and sunglasses
Tom Ford	USA	Optical frames and sunglasses
Topcon	Japan	Visual test equipment

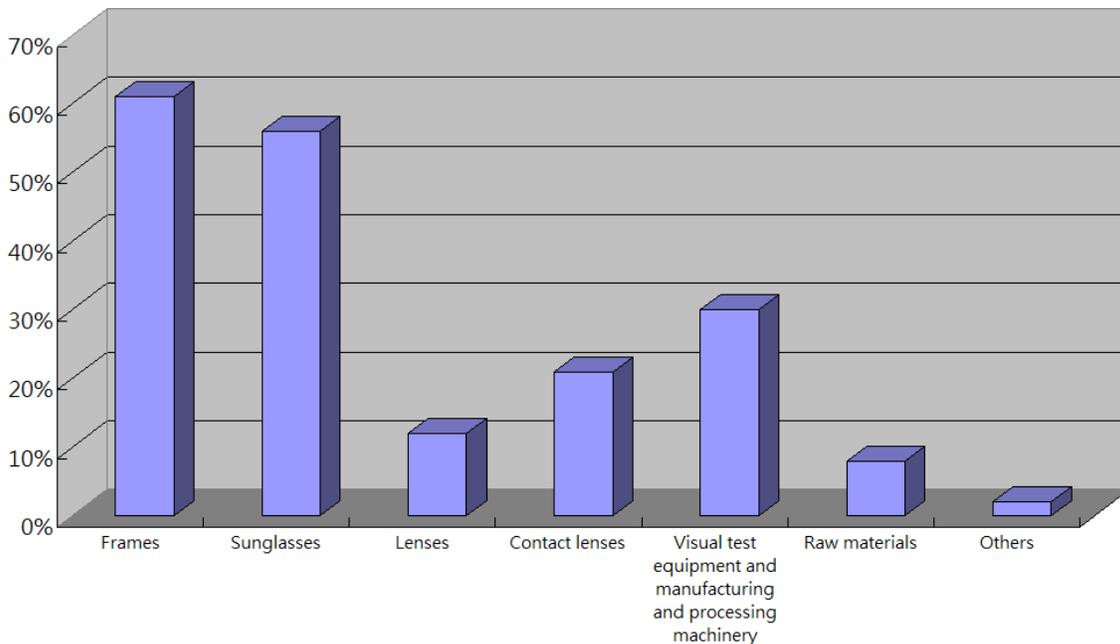
Nowadays, eyewear being synonymous to fashion is an universally undisputed fact. World renowned designer brand participants who have joined SIOF 2022 include : BJ Classic Collection, Bywp, KameManNen, Masunga, Matsuda, Plus, Taylor with Respect & Voss etc.

And notable Chinese enterprises to surf ahead of the wave also enjoy the privilege of becoming our SIOF 2022 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.

**SIOF 2022 Product classification by percentage :**

(Certain exhibitors are engaged in multiple businesses)

SIOF 2022 product classification by percentage :



**SIOF 2022 is fully supported by revered international optical establishments**

Media-wise SIOF 2022 has cooperated with Chinese and international optical publications, optical associations and optical show organizing counterparts to increase the media exposure, including the following:

20/20 Europe (Italy), China Glasses Science-Technology (China), DIOPS (Korea), Four Plus Media (India, Singapore, UAE), Hong Kong Optical Manufacturers Association (Hong Kong), Hong Kong Trade Development Council (Hong Kong), Loop (Taiwan), MAFO (Germany), MIDO (Italy), Optical Journal (USA), Opti Munich (Germany), Optical World (UK), SILMO (France), TEF Magazine (The Netherlands), The Indian Optician (India), Vision Expo (USA) and VEKO (Russia).

Please do kindly surf [www.siof.cn](http://www.siof.cn) regarding the updated information of SIOF 2022. Should you have any further queries, kindly do not hesitate to contact us.



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