

THE 11th CHINA (SHANGHAI) INTERNATIONAL OPTICS FAIR

第十一届中国(上海)国际眼镜业展览会

18-20 / 2 / 2011

Organizer 主办单位 : China Optometric & Optical Association 中国眼镜协会
China Light Industrial Corporation for Foreign Economic & Technical Co-operation
中国轻工业对外经济技术合作公司

Co-organizer 协办单位 : Orient International Exhibition Co., Ltd. 东方国际展览有限公司

For Immediate Release
18th February 2011

SIOF 2011

An Unparalleled Platform of Promotion & Business Opportunities of the Optical Industry

China Optometric & Optical Association (COOA) and China Light Industrial Corporation for Foreign Economic & Technical Co-operation, together with Orient International Exhibition Co., Ltd. of Hong Kong, today proudly present the grand opening of SIOF 2011. The 11th China (Shanghai) International Optics Fair will run from today through 20th February 2011 at the West Hall, East Hall and Temporary Outdoor Hall of Shanghai Everbright Convention & Exhibition Centre plus all the function rooms in the adjacent Shanghai Everbright Hotel in Shanghai, China. The fair continues to showcase the most renowned Chinese and international brands and products and also perform as the most desired trading platform and information dissemination hub featuring a diverse array of innovative optical merchandises and cutting edge technology.

This year, SIOF embraces a total exhibition area of 38,000 square meters and brings in 690 exhibitors comprising principals and agents from over 20 countries and regions, including China, Australia, Austria, Canada, Denmark, France, Germany, HKSAR, Holland, Israel, Italy, Japan, Korea, Singapore, Spain, Switzerland, Taiwan Region, Thailand, the United Kingdom, the United States, and the participation of overseas exhibitors has numbered to 242, constituting 35% of the total. Amidst the exhibitors also include the overseas pavilions encompassing delegations by SILMO Exhibition of France and Hong Kong Optical Manufacturers Association. Moreover, Mr. CUI Yi, Chairman of China Optometric & Optical Association, SIOF organizer, has highlighted many attractive dimensions of the fair, saying that *“the fair has become more significant and broadly-based in view of the number of renowned international exhibitors and the first-time appearance of the Hong Kong pavilion and has consolidated its status as the largest and premier optical fair in Asia with respect to the number of top-tier and prestigious brands and collections from different categories on display, among which 350 are international ones. In addition, the features and the advance technology embodied in exhibits are getting more sophisticated. Most importantly, the fair performs as an information dissemination hub for presenting the domestic economic and market reports by the organizer and as a trading and technical platform for domestic and international exhibitors to exchange information on market trends and technology know-how.”*

Shown below are some of the world-renowned market players, and local as well as international brands of different categories in our fair:

18K GOLD SUPREME, 3M, 925 KNIGHT, A.V.V., ADIDAS, AIR TITANIUM, AIR TITANIUM RIM, ALAIN DELON, ALEXANDER MC QUEEN, ALFRED DUNHILL, AMANI, ANNE ET VALENTIN, ANYEYE, A-POSH, ARKEMA, ARMANI EXCHANGE, ARROW, ASAHI, ATTI, AVAIRA, BALENCIAGA, BALENO, BARBIE, BAYER, BEAUTY, BERLAC, BIO LUC THIN, BIOFINITY, BIOMEDICS, BLACK GALLERY SPECTACLES, BLACK ICE, BMW, BOJIA, BOLLE, BOSS HUGO BOSS, BOSS ORANGE, BOTTEGA VENETA, BOZ, BREEZE, BRIOT, BRIOT/WECO, BUGATTI,



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BUICK, BYBLOS, CALVIN KLEIN, CALVIN KLEIN-CK, CANAAN TREE, CANON, CAPULET, CAPULET PREMIUM, CARL DANIELA, CARRERA, CATTI, CCP, CELINE DION, CELINE, CHAROPS, CHARRIOL, CHASE DIAMOND, CHIC MODE, CHOPARD, CHROME HEARTS, CLIWELL, COACH, COBURN, COLORPIA, COMPAL, COOLEYE, CRESCENT VERT, DAC VISION, DAVID STAR, DIA, DIANE VON FURSTENBERG, DILEM, DINO, DIOPS, DIOR, DOCTOR, DOGI, DONG YANG, DOUBLE OR 14K, DRIVEWEAR, DUNHILL, E75, ED HARDY, EDGE III, EDGING PADS, EFE, ELEGANCE, EMILIO PUCCI, EMPORIO ARMANI, EQ: IQ, ERMENEGILDO ZEGNA, ESCADA, EUCLID, EURACOAT, EVISU, EXALTO, EXTE, EYEPOR, FACE A FACE, FAIRY STICK, FEATHER LIGHT, FENDI, FINING PADS, FRASTEMA, FRED, FROGI, FURLA, FUTURE-X, FUXPAS, G.M.S, GELSEE, GEN, GIORGIO ARMANI, GIVENCHY, GLANIT, GO, GOLD & JEWELRY COLLECTION, GOLD FEATHER, GOLD MASTER, GOSH, GRAM, GRAND SEIKO, GRILAMID, GROOVY FACE, GUCCI, HAMMER, HAND MADE ITEM, HELLO KITTY, HERA, HERCCI, HKS, HORIEN, HOYA, HUGO HUGO BOSS, HUVITZ, HYDRON, ICECUBE, ICON, I-MAG, INAMI, INDO, INON, IPOOL, ISSEY MIYAKE, J.F.REY, JAPONISM, JEEP, JEUNESSE, JHANE BARNES, JIMMY CHOO, JIN BAILU, JINGQI, JUICY COUTURE, JUST CAVALLI, KALLA, KANSAI, KARL LAGERFELD, KAZUO KAWASAKI, KINDON, KINJIRO, KOALI, KONAN, KOOKI, LACOSTE, LAFONT, LE SAMURAI, LE TANNEUR, LEGO, LEVI'S LADY STYLE, LEVI'S, LEYBOLD OPTICS, LIGHTEC, LINDBERG KID/TEEN, LINDBERG PRECIOUS, LINDBERG SUN, LINDBERG, LOEWE, LOTTO, LULU CASTAGNETTE, LUNA, LUNETTERIE, LUNETTES MAUBOUSSIN, M MISSONI, MA-JI, MASATOMO, MARC BY MARC JACOBS, MARC JACOBS, MARELLI, MASAKI MATSUSHIMA, MASUNAGA, MAX MARA, MAX&CO., MCGREGOR, MECCANOTTICA MAZZA, MEI, MERCEDES BENZ, MIKA, MIKENUOSL, MIKYKIDS, MILA SCHÖN, MINI COOPER, MINIMA, MIO FRIENDS, MISS SIXTY, MIZUNO, MOKUCHOU ROMAN, MONKEE, MUGE, MY DEARY, MYKITA, NAUTICA, NEITZ, NEW BALANCE, NEW YORK YANKEES, NEWGEN, NEXUS, NIDEK, NIKE, NINE WEST, NOMAD, NORVILLE AUTOFLOW, NUPOLAR, OBOLLE, ÖGA, OPTICIAN, OPTIMEC, OPTISAFE®, OPTRON, OR, OVAL TAKUMI, OXIBIS, PACEMAKER, PAL ZILERI, PANTONE UNIVERSE EYEWEAR, PERSON'S, PHANTOM®, PICHINA, PIERRE BALMAIN, PLATINUM PT, POLAROID, POLICE, POLISH, POLISH PADS, PORSCHE DESIGN, PORTS, POTEC, PROCLEAR, PRODESIGN, PUMA, QINGSHAN, QOINS, QQ, REBEL VISION, REICHERT, RENOMA, RICHDOME, RIGHTON, ROBERTA DI CARMERINO, ROBERTO CAVALLI, ROCK, RODENSTOCK, ROMAN, ROMEO GIGLI, ROTLEX, ROYAL QUEEN, RUDY PROJECT, S.T. DUPONT S.T., SAINT-GOBAIN, SALASD, SAMBO TECH, SANDAY, SANDWALK, SANSE OPTICAL, SANTA MONICA, SASAMATA, SATISLOH, SCHNEIDER, SCHUMAN, SCIENCE II, SEIKO, SENJU, SERENGETI, SHIN-NIPPON, SHISEIDO, SHU · KUMEDA, SILHOUETTE, SILMO, SILVER 07, SINJIN DIAMOND, SISLEY, SKECHERS, SPORTS, STERLING ULTRA PRECISION, STRADA DEL SOLE, SUPER TUFF II, SUPER TUFF, SUPORE, SYNERGY, T. TOP, TAG HEUER, TAKAGI, TATOO, TED LAPIDUS, TF, THE MASUNAGA, TINA, TOKI, TOM & JERRY, TOMEY, TOMMY HILFIGER, TONY MORGAN, TONYSAME, TOPCON, TRANSITIONS, TSETSE, TSUKI, TUTTI, TWINKLE, U.S.POLO ASS'N, UBIFRANCE, UNICOS, UNITED COLORS OF BENETTON, VALENTINO, VASTO, VERA WANG, VERSASCRIBE, VISIONIX, VOLTE FACE, WECO, WECO, XENITH, YANAGI-GAWA-ICHIRO, YOU'S, YUKYU ODYSSEY, YVES SAINT LAURENT,



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ZENKA, ZERO, ZILLI, ZONEKA, β titanium andz, β titanium ANTOINE BVLGARIE, 一目了然老花镜, 上川, 尚黑, 袁川翔, 珊蒂 IP, 康明, 康明宝岛, 将太郎, 贝塔舒曼, 阳光.

Furthermore, it is noteworthy that top-end brands BOLLE, JEEP, LOTTO, MEI, YOUNGER OPTICS, LOADPOINT make their debut appearance alongside with Safilo, Buick and Grand Dynasty International Corporation who make their prodigious participation again at SIOF 2011. Without doubt, 3D Glasses displayed in the fair also attracted the eyeball of participants for its profound business potential on the horizon.

With global economic recovery as well as the noticeable effect of China's policies of bolstering consumption and demand, China's drastically dropping import and export of optical items have seen great improvement in 2010. According to custom statistics as of January to July 2010, China's export of optical products was valued at USD 1.65 billion, registering a growth of 28.8%, as compared with the same period of the previous year, this has reinforced that China's optical market has proven resilient against the slowing trend of global economy and confirmed the huge consumption power of the Chinese. In retrospect, China's optical industry had enjoyed a fast growth in the 11th Five-Year Plan for Economic and Social Development. In 2010, it is estimated that the aggregated industrial output of COOA's members would reach Rmb 35 billion and the export of China's optical industry was US\$3 billion, and the average annual growth rate of COOA's members and the export of China's optical products over the 11th Five-Year Plan were 13% and 20% respectively. As the year 2011 marks the beginning of China's implementation of the 12th Five-Year Plan for Economic and Social Development, Chinese Optical Industry will leap forward into a new era facing the need to change the mode of development, the responsibilities of adjusting product structure and upgrading production. With the opportunities embedded in the 12th Five-Year Plan for China's optical industry, SIOF will be the most unparalleled platform to grasp the vast business potentials in the booming lucrative China optical market and will perform as the efficient platform for worldwide buyers sourcing and procuring the most sought-after optical products and equipment!

Another cannot-be-missed optical exhibition is SIOF's sister Optical Fair in autumn, the forthcoming 24th China International Optics Fair (CIOF 2011; website: www.ciof.cn), which will be held on 14th - 16th September 2011 at China International Exhibition Centre, Beijing, China.

For the latest news on SIOF 2011, please visit the show website www.siof.cn or contact the co-organizer via email at orientex@netvigator.com or via phone at (852) 2789 3220.

For media enquiries, please contact:

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