

# 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

Shanghai Everbright Convention & Exhibition Centre, China • 中国上海光大会展中心

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

*SIOF 2011*

*Gateway to Unparalleled Business Opportunities*

Dear Optical Associate,

We are truly delighted to announce that the 11<sup>th</sup> China (Shanghai) international Optics Fair (SIOF 2011) will be held on 18-20 February 2011. Widely recognized by the optical professionals as the most timely, sizeable fair in Asia, SIOF never ceases to amaze the optics industry with the creativity and diversity of optical products and technology galore on display.

In retrospect, SIOF 2010 has set a new record. Its exhibition area had the span of 38,000 square meters filled with 770 exhibitors, including principals and agents, from 25 countries and regions. And among them, 283 exhibitors are international ones, making up 37% of the total. SIOF also showcased 339 international brands, reconsolidating its status as an international optical fair!

Following our previous success, the 11<sup>th</sup> SIOF is poised to witness new miracle! SIOF 2011 will continue to perform as a cannot-be-missed trading platform and information dissemination hub featuring a diverse array of innovative optical merchandises and cutting edge technology.

Situated at the heart of the Yangtze River Delta Economic Zone, Shanghai is among the world fastest-growing economies, thanks to the Chinese Government's effort in enhancing the city's global status. Not long ago, China's State Council reinstated the nation's determination to make Shanghai a shining international financial and logistics hub by 2010. But above all, the World Expo 2010 has put Shanghai under the limelight, leaving the city imbued with excitement and business opportunities. And all the above-mentioned factors have made SIOF 2011 a must-go fair for the worldwide buyers in their quest for the most sought-after optical items!

Enclosed please find the fair brochure, fact sheet and application form / contract for your kind perusal. As the scramble for space is already intense, please resolve to book your exhibition space soonest: complete your application form / contract and return to us by fax or email at your earliest convenience. Our marketing team will then contact you immediately for booth allocation on a first-come-first-served basis. Should you need further information, please don't hesitate to contact the undersigned.

For SIOF's latest news and progress, please visit the official website [www.orientexhibition.com.hk](http://www.orientexhibition.com.hk) or [www.siof.cn](http://www.siof.cn).

With utmost gratitude and best wishes,

Orient International Exhibition Co., Ltd.



**Orient International Exhibition Co., Ltd.** 东方国际展览有限公司

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