

THE 12th CHINA (SHANGHAI) INTERNATIONAL OPTICS FAIR

第十二届中国(上海)国际眼镜业展览会

22-24 / 2 / 2012

Shanghai World Expo Exhibition & Convention Centre · 上海世博展览馆

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

Dear Sir/ Madam

Re : Inviting your renowned establishment to exhibit at the 12th China (Shanghai) International Optics Fair – SIOF 2012 – The largest optical event in Asia, organized by China Optometric & Optical Association



We take pride in announcing that the most anticipated and established optical trade fair of Asia, SIOF 2012, is expanding and moving to the new venue, **the Shanghai World Expo Exhibition & Convention Centre on 22 – 24 February 2012**. It certainly is the quest for excellence by exhibitors and buyers alike as regards venue choice in terms of floor size and facilities. The new venue will occupy a stunningly massive exhibition area of 42,000 square meters. No wonder SIOF 2012 has been endorsed by the Ministry of Commerce of China as their recognized distinguished exhibition.

To recap on the success of SIOF 2011, the fair occupied 38,000 square meters with 694 exhibitors, including principals and agents, from 20 countries and regions. Amidst the exhibitors also included 247 international companies with 358 global brands, constituting 35.6% of the total exhibitors. Like all the previous years, SIOF 2011 featured top brand names and on top of that fully enjoyed the honour of having the presence of the FUKUI (Japan), SILMO (France) and HKOMA (Hong Kong) participating delegations. As SIOF is always famed for the presence of international brands, we do sincerely hope that you will find the following SIOF 2011 global brands impressive : **18K GOLD SUPREME, A.V.V., ADIDAS, ALAIN DELON, ALEXANDER MC QUEEN, ALFRED DUNHILL, AMANI, ANNE ET VALENTIN, ARMANI EXCHANGE, ARROW, ASAHI, BALENCIAGA, BALENO, BARBIE, BAYER, BERLAC, BIO LUC THIN, BMW, BOLLE, BOSS HUGO BOSS, BOTTEGA VENETA, BRIOT, BRIOT/WECO, BUGATTI, BUICK, BYBLOS, CALVIN KLEIN, CALVIN KLEIN-CK, CANON, CARRERA, CELINE, CHAROPS, CHARRIOL, CHASE DIAMOND, CHOPARD, CHROME HEARTS, COACH, COBURN, DAC VISION, DIOR, DONG YANG, ED HARDY, EFE, ELEGANCE, EMILIO PUCCI, EMPORIO ARMANI, ERMENEGILDO ZEGNA, ESCADA, EUCLID, EURACOAT, EVISU, EXALTO, EXTE, FACE A FACE, FENDI, FRATEMA, FRED, FURLA, GIORGIO ARMANI, GIVENCHY, GOLD & JEWELRY COLLECTION, GRAND SEIKO, GUCCI, HELLO KITTY, HOYA, HUGO HUGO BOSS, HUVITZ, HYDRON, INDO, ISSEY MIYAKE, J.F.REY, JEEP, JHANE BARNES, JIMMY CHOO, JUICY COUTURE, JUST CAVALLI, KANSAI, KARL LAGERFELD, KOOKI, LACOSTE, LAFONT, LEGO, LEVI'S, LEYBOLD OPTICS, LINDBERG, LOEWE, LOTTO, LUNETTERIE, M MISSONI, MA-JI, MASATOMO, MARC BY MARC JACOBS, MARC JACOBS, MASUNAGA, MAX MARA, MAX&CO., MCGREGOR, MECCANOTTICA MAZZA, MEI, MERCEDES BENZ, MIKA, MILA SCHÖN, MINI**



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COOPER, MINIMA, MISS SIXTY, MIZUNO, MYKITA, NAUTICA, NEW BALANCE, NEXUS, NIDEK, NIKE, NINE WEST, NOMAD, NORVILLE AUTOFLOW, OPTISAFE®, OXIBIS, PAL ZILERI, PHANTOM®, PICHINA, PIERRE BALMAIN, POLAROID, POLICE, PORSCHE DESIGN, PORTS, POTEK, PROCLEAR, PRODESIGN, PUMA, REICHERT, RENOMA, RICHDOME, ROBERTA DI CA RMERINO, ROBERTO CAVALLI, RODENSTOCK, ROMEO GIGLI, ROTLEX, RUDY PROJECT, S.T. DUPONT, SAMBO TECH, SANTA MONICA, SATISLOH, SCHNEIDER, SCHUMAN, SEIKO, SENJU, SERENGETI, SHIN-NIPPON, SHISEIDO, SILHOUETTE, SISLEY, STERLING ULTRA PRECISION, SYNERGY, TAG HEUER, TAKAGI, TED LAPIDUS, TOMEY, TOMMY HILFIGER, TONYSAME, TOPCON, TRANSITIONS, U.S. POLO ASS'N, UNICOS, UNITED COLORS OF BENETTON, VALENTINO, VERA WANG, VISIONIX, WECO and YVES SAINT LAURENT. Furthermore, it is noteworthy that BOLLE, JEEP, LOTTO, YOUNGER OPTICS, LOADPOINT made their debut appearance at SIOF 2011. Destined as Asia's premier and largest optical fair, SIOF 2012 will continue to display state-of-the-art spectacles & top-eyewear brands with their latest eyewear and sunglasses collections from around the world.

As compared with other optical events worldwide, SIOF has been characterized as the one with huge market potentials and showcasing the largest number of top-tier and prestigious brands. Equally important is the fact that SIOF also performs the very significant role of exchange platform for hosting various professional seminars and as a hub for domestic and international exhibitors to exchange information on technology know-how and market trends.

Enclosed please find the fair brochure, fact sheet and application form / contract for your kind perusal. As the scramble for space is very 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 location on a first-come-first served basis. Should you need further information, please don't hesitate to contact us.

For SIOF's latest news and progress, please visit the official website <http://www.orientexhibition.com.hk> or <http://www.siof.cn>, or the Facebook fans page <http://www.facebook.com/CIOF.SIOF>

With utmost gratitude and best wishes,

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