



Dear Chief Editor,

Nice writing to you.

Re : SIOF 2023 updates, exhibitor list, buyer highlights and market outlook

After Chinese government's ordinance on the relaxation of Covid-19 quarantine, our long-delayed China (Shanghai) International Optics Fair has been approved to be held on April 1-3, 2023, at Shanghai World Expo Exhibition & Convention Center (SWEECC) again.

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 increased by 3.3% in the first quarter of 2022.**
- iii. **On Jan 31, 2023, the International Monetary Fund (IMF) issued the latest report on "The Prospect of Global Economy", forecasting that global economic growth will accelerate to 2.9%, while that of China, after the reopening of her economy, will rise to 5.2%, far better than the rest of the world.**

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 the world optical industry be disappointed as SIOF 2023 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 2023 will only attract even *more* buyers as they have been longing for the market re-opened and purchase the latest products to satisfy the needs of the eager customers! ***We simply cannot estimate how many deals will be closed.***

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

1. **It is endorsed by China's Ministry of Commerce as one of the most prestigious exhibitions of the country.**
2. **1 of the 10 most distinguished exhibitions of the light industry of China recognized by the China National Light Industry Council.**
3. **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, SIOF2023 has gathered **158** international exhibitors with **283** global brands shall be on display. Over **600** Chinese exhibitors will also be present.



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 1st time global exhibitors at SIOF 2023 :

| | Name of company | Country of brand origin | Line of business |
|---|-----------------|-------------------------|------------------|
| 1 | Leowl in eye | Japan | Optical frames |
| 2 | Mr. Leight | Japan | Optical Frame |
| 3 | Mr. Gentlemen | Japan | Optical frames |
| 4 | Owden | Japan | Optical frames |
| 5 | Padma | Japan | Optical frames |
| 6 | Tokiwa made | Japan | Optical frames |
| 7 | TVR | Japan | Optical frames |

Welcome home

SIOF2023's international hall welcomes back Marcolin. Marcolin is one of the biggest eyewear brands owners nowadays, whose 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

EssilorLuxottica, Marchon & Safilo continue to join SIOF. EssilorLuxottica is one of the leading eyewear manufacturer & distributor in the world. They will take over 600 sqm booth areas to exhibit not only the international brands like Essilor, Nikon, Satisloh, but also display some famous Chinese brands like New Tian Hong , See World, Wanxin & Youli in the coming SIOF2023.

Marchon is one of the world's largest and reputed manufacturers and distributors of high-end optical frames and sunglasses. She 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 and a leading eyewear manufacturer will exhibit in SIOF this April who will bring Hugo Boss, Polaroid & Ports Eyewear at SIOF 2023.

Regarding international brands participation, full support will again be rendered to SIOF 2023 by Korea. A total of 21 Korean brands will attend and showcase the most stylish eyewear products. Sizeable Korean gurus such as, Frank Custom, 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 2023. Some of the major German brands participating shall include: B&S, Bywp, Flair, Hron-I, Lunor, Markus-T, Mita, Mykita, Optotech, Satisloh, Schneider, Stepper, Wolfgang Proksch, etc.



Japanese optical companies are famous for their craftsmanship & high-technologies. In SIOF2023, the iconic names, to name a few, will include 999.9, BJ Classic Collection, KameManNen Masunaga, Matsuda, Mr. Gentlemen, Mr. Leight, Nativeson, Owden, Steady, Taylor With Respect, Tonysame, TVR, 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 display their up-to-date machinery and equipment in that zone, among whom are the machinery brands include B&S, MEI, Optotech, Satisloh, Schneider; optical software such as Lensware International is also on display there. And there are visual test equipment brands such as Briot, Essilor, Huvitz, Nidek, Topcon, Righton, and Visionix.

And on a macro-basis, our bird's eye view of SIOF2023 shall be depicted as follows
(not exclusive) :

| Company / Brand name | Country | Major line of business |
|-----------------------|---------|-------------------------------|
| 999.9 | Japan | Optical frames and sunglasses |
| BJ CLASSIC COLLECTION | Japan | Optical frames and sunglasses |
| ByWP | Germany | Optical frames and sunglasses |
| Canon | Japan | Visual test equipment |
| CARL ZEISS | Germany | Lenses |
| Cazal | Germany | Sunglasses |
| DITA | USA | Optical frames and sunglasses |
| EssilorLuxottica | France | Lenses |
| Flair | Germany | Optical frames and sunglasses |
| Hoya | Japan | Lenses |
| Ic! Berlin | Germany | Optical frames and sunglasses |
| Julius Tart | USA | Optical frames and sunglasses |
| Linda Farrow | UK | Optical frames and sunglasses |
| Lunor | Germany | Optical frames and sunglasses |
| Markus-T | Germany | Optical frames and sunglasses |
| Masunaga | Japan | Optical frames |
| Matsuda | Japan | Optical frames and sunglasses |
| MCM | Italy | Optical frames and sunglasses |



SIOF 2023

第二十一届中国(上海)国际眼镜业展览会

2023.04.01 ~ 03

中国·上海世博展览馆

Shanghai World Expo Exhibiton &
Convention Center, China

| Company / Brand name | Country | Major line of business |
|----------------------|---------|-------------------------------|
| Modo | Italy | Optical frames and sunglasses |
| Monoqool | Denmark | Optical frames and sunglasses |
| Moscot | USA | Optical frames and sunglasses |
| Mykita | Germany | 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 |
| Tokai | Japan | Lenses |
| Topcon | Japan | Visual test equipment |
| 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 2023 include: 999.9, BJ Classic Collection, Bywp, DITA, IC!Berlin, Julius Tart, KameManNen, Masunga, Markus-T, Matsuda, Moscot, Mr. Leight, Mykita, Nativeson, Plus, Taylor with Respect, Tavat, Voss, Wolfgang Proksch etc.

And notable Chinese enterprises to surf ahead of the wave also enjoy the privilege of becoming our SIOF 2023 exhibitors simultaneously. *To name a few*, they include Bolon, Hydron, Parim Optical (Xiamen) Co., Ltd. Jiangsu Hongchen Optical Co Ltd, MingYue Optical, Wanxin Optical Group Co.,Ltd, etc.



SIOF 2023 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 2023 is fully supported by revered international optical establishments

Media-wise SIOF 2023 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), Indian Optician (India), Loop (Taiwan), MAFO (Germany), MIDO (Italy), Optical Journal (USA), Opti Munich (Germany), Optical World (UK), SILMO (France), TEF Magazine (The Netherlands), Vision Expo (USA) and VEKO (Russia).

Don't miss out on CIOF2023 and SIO 2024

Let us meet up again at CIOF2023, September 11-13, 2023, Beijing, China International Exhibition Center. CIOF 2023 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, being the spring session of the China International Optical Exhibition, will take place in spring of 2024. *The 2 events actually fit into the bi-annual mega Chinese eyewear buying seasons seamlessly.* For updates, please do kindly surf www.ciof.cn and www.siof.cn regarding CIOF2023 and SIOF2024 respectively.

Should you or your readers have any further queries, kindly do not hesitate to contact us.

With utmost gratitude and best wishes.



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