

THE 11th CHINA (SHANGHAI) INTERNATIONAL OPTICS FAIR

第十一屆中國(上海)國際眼鏡業展覽會

18-20 / 2 / 2011

Organizer 主辦單位 : China Optometric & Optical Association 中國眼鏡協會
China Light Industrial Corporation for Foreign Economic & Technical Co-operation
中國輕工業對外經濟技術合作公司

Co-organizer 協辦單位 : Orient International Exhibition Co., Ltd. 東方國際展覽有限公司

Opening Speech of the 11th China (Shanghai) International Optics Fair

By Mr. CUI Yi, Chairman, China Optometric & Optical Association

Honourable guests, Fellows of the optical industry, Ladies & Gentlemen,

The 11th China (Shanghai) International Optics Fair marks its grand opening ceremony today with this beautiful time of Spring. On behalf of the organizers, co-organizer, the supporting and sponsor units, I would like to extend our warmest welcome and our heartfelt sincerity and gratitude to the respectable guests of the optical industry from local and abroad and international media for their attendance.

This year the exhibition embraces a total exhibition area of 38,000 square meters 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. There are more than 700 exhibitors from over 20 countries and regions and the participation of overseas exhibitors has numbered to 241, constituting 35% of the total. Amidst the exhibitors also include the overseas pavilions featuring delegations by SILMO Exhibition of France and Fukui Optical Industrial Association of Japan. With the overwhelming participation and the constraint of the exhibition area, the organizers has taken necessary approach to limit and squeeze the size of exhibition booth requested by exhibitors in order to accommodate as many companies as possible to exhibit in the fair. Although making such measures, the organizer is regretted for the fact that there are nearly a hundred local and overseas enterprises still on the waiting list.

In fact, many new features have been amplified in the fair. Firstly, the fair becomes more significant and broadly-based in view of the number of renowned international exhibitors and the first-time appearance of the Hong Kong Pavilion; Secondly, the fair 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. Thirdly, the features and the advance technology embodied in exhibits are getting more sophisticated; Fourthly, 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. We feel very encouraged to note that China's optical market are getting more and more attention from our overseas counterparts and also getting connected with the world more intensely.

China's optical industry had enjoyed a fast growth in the 11th Five-Year Plan for Economic and Social Development. In 2010, we estimated that the aggregated industrial output of our members would reach Rmb 35 billion and the export of our industry was US\$3 billion, and the average annual growth rate of our members and the export of China's optical products over the 11th Five-Year Plan were 13% and 20% respectively. However, the figures have revealed that we are still lagging behind our overseas fellows. The year 2011 marks the beginning of China's implementation of the 12th Five-Year Plan for Economic and



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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. In order to become a strong nation in optical industry, it is necessary for us to grasp the opportunities embedded in this strategic period, to tackle all predictable and unpredictable challenges, and to upgrade our own creative and innovative capabilities. China Optometric and Optical Association will make use of this exhibition as a platform to strengthen the exchange and cooperation with the local and international counterparts so as to enhance and improve the optical industry together.

Last but not least, I wish every success of the 11th China (Shanghai) International Optics Fair!

Mr. CUI Yi
Chairman,
China Optometric & Optical Association



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