

**THE 22nd CHINA (SHANGHAI) INTERNATIONAL OPTICS FAIR**

**第二十二届中国(上海)国际眼镜业展览会**

**11 - 13 / 3 / 2024**

Shanghai World Expo Exhibition & Convention Centre, China (中国上海世博展览馆)

Organizer 主办单位 : China Optometric & Optical Association 中国眼镜协会

Sinolight International Holdings Corporation 中国中轻国际控股有限公司

Co-organizer 协办单

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

**Show Report**

**SIOF 2024– Times of visiting has broken the record**

Organised by China Optometric & Optical Association, and co-organised by Orient International Exhibition Co Ltd of Hong Kong, the 22<sup>nd</sup> China (Shanghai) International Optics Fair, the most sizeable optical trade fair of Asia, ended on a high note with a record number of visitors attending the three-day event. The fair drew 73,509 times of visiting, underscoring Shanghai as a prime trading platform for the global eyewear industry.

**Hall 2 spotlights international brands**

The fair took place on 11-13 March 2024 at the Shanghai World Expo Exhibition & Convention Centre again, occupying all the 4 exhibition halls with a massive gross exhibition area of 75,000 square meters. Hall 2 was the prestige international product hall. Halls 1, 3 and 4 were the showcase places for elite Chinese exhibitors. The international hall of this year's SIOF gathered 158 exhibitors, displaying 334 global brands from 21 countries and regions and there were 590 Chinese exhibitors participated in the show. In order to facilitate buyers to place orders on their desired products after viewing on site, Procurement Zone was tailor-made for international exhibitors in SIOF 2024. Many renowned international exhibitors who had specially acquired space in the *Procurement Zone* while others were receiving the customers in their own booth area.

Well-known exhibitors increase their exhibition area:

Many well-known exhibitors participated in SIOF 2024 as usual, they believed that the exhibition can bring them new business opportunities and increased their exhibition area compared with SIOF 2023. For example, Marchon increased by 344%, EssilorLuxottica increased by 24% and Stepper increased by 233%. It can be seen that SIOF is a trading platform that cannot be missed definitely.

Designer brand area:

This year, SIOF had assigned a special area for all top oversea designer brands, first-timers like Khromis, OVVO Optics and Rosie Allan. In addition, it was first time to cooperate with V Magazine and established an oversea designer brand pavilion with over 20 famous brands participated in SIOF 2024.

Cosmetic contact lenses:

SIOF 2024 had a record-breaking result with over 30 companies occupying 500m<sup>2</sup> exhibiting cosmetic contact lenses, leading all optical exhibitions in Asia.

Business matching program:

This is the first time SIOF invited a buying group from Russia which included 20 retails stores and wholesalers to have a business matching meeting with over 20 Chinese exhibitors. The buyer group was satisfied with the program

which helped them to save time finding the product they need and enable them to meet with the corresponding suppliers.

Conference of SIOF 2024:

Alongside with the exhibition, the organizers have organized a series of seminars and conferences on the latest development of the optical industry, including:

~ China Optometric & Optical Association announced the standard on glasses and refraction and lens fitting technology of progressive lenses

~innovation solution on OCT guided OK lens digital fitting, review and progress of orthokeratology, the design and characteristics of bio-smart glasses.

Moreover, there are product launch conferences such as that of professional multi-point defocus lens, personalized full aberration digital fitting system.

We were also happy to see that international brands, namely Asahi-Lite, making use of the occasion to announce their debut establishment of business in the China market!

Business wise, there was a forum on brand establishment and its innovative development in China market. Ophthalmology wise, there were seminars on the development of contact lens, diagnosis and treatment of eye disorders of contact lens, amblyopia treatment, visual training.

### **SIOF is always the top and prestigious**

- (a) It is endorsed by China's Ministry of Commerce as one of the most prestigious exhibitions of the country.
- (b) 1 of the 10 most distinguished exhibitions of the light industry of China recognized by the China National Light Industry Council.
- (c) SIOF editions top the Asian list of 1<sup>st</sup> class eyewear exhibitions in terms of the number of exhibitors, international brands and scale of exhibition area.

**SIOF 2024 – A total of 334 brands from 21 countries and regions in international hall as follows:**

<b>Country</b>	<b>No. of brands</b>
<b>Australia</b>	<b>1</b>
<b>Austria</b>	<b>1</b>
<b>Belgium</b>	<b>1</b>
<b>Canada</b>	<b>3</b>
<b>China</b>	<b>89</b>
<b>Denmark</b>	<b>2</b>
<b>France</b>	<b>24</b>
<b>Germany</b>	<b>23</b>
<b>Hong Kong China</b>	<b>7</b>
<b>Italy</b>	<b>21</b>
<b>Japan</b>	<b>67</b>
<b>Korea</b>	<b>59</b>
<b>Malaysia</b>	<b>2</b>
<b>Singapore</b>	<b>1</b>
<b>Spain</b>	<b>1</b>
<b>Sweden</b>	<b>1</b>

<b>Switzerland</b>	<b>1</b>
<b>Taiwan Region</b>	<b>2</b>
<b>Turkey</b>	<b>1</b>
<b>UK</b>	<b>2</b>
<b>USA</b>	<b>25</b>

**SIOF 2024 – List of some major international exhibitors: (in alphabetical order)**

Company / Brand name	Country	Major line of business
999.9	Japan	Optical frames and sunglasses
Anne & Valentin	France	Optical frames and sunglasses
BJ Classic Collection	Japan	Optical frames and sunglasses
ByWP	Germany	Optical frames and sunglasses
Cutler and Gross	UK	Optical frames and sunglasses
DITA	USA	Optical frames and sunglasses
EssilorLuxottica	France	Optical frames and sunglasses
Eyevan	Japan	Optical Frame
Face A Face	France	Optical Frame
Factory900	Japan	Optical frames and sunglasses
Flair	Germany	Optical frames and sunglasses
GROOVER SPECTACLES	Japan	Optical frames and sunglasses
Hapter	Italy	Optical frames and sunglasses
h-i köln	Germany	Optical frames and sunglasses
Hilx Eyewear	Canada	Optical frames and sunglasses
Ic! Berlin	Germany	Optical frames and sunglasses
Julius Tart	USA	Optical frames and sunglasses
KUBORAUM	Germany	Optical frames and sunglasses
Lafont	France	Optical frames and sunglasses
Lunor	Germany	Optical frames and sunglasses
Marchon	Italy	Optical frames and sunglasses
Markus-T	Germany	Optical frames and sunglasses
Masunaga	Japan	Optical frames
Matsuda	Japan	Optical frames and sunglasses
Modo	Italy	Optical frames and sunglasses
Monblue	France	Optical frames and sunglasses
Monoqool	Denmark	Optical frames and sunglasses
Moscot	USA	Optical frames and sunglasses

MUSTbygrafix	Germany	Optical frames and sunglasses
Mykita	Germany	Optical frames and sunglasses
OG*OLIVERGOLDSMITH	France	Optical frames and sunglasses
Optotech	Germany	Coating machines and edgers
Orgreen	Denmark	Optical frames and sunglasses
Ports	Canada	Optical frames and sunglasses
Rosie Allan	Australia	Optical frames and sunglasses
Safilo	Italy	Optical frames and sunglasses
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
Strada del sole	Switzerland	Optical frames and sunglasses
TAVAT	Italy	Optical frames and sunglasses
Tomato glasses	Korea	Kid Eyewear
Undustrial	France	Optical frames and sunglasses
Wolfgang Proksch	Germany	Optical frames and sunglasses
Carl Zeiss	Germany	Lenses
EssilorLuxottica	France	Lenses
Divel Italia	Italy	Lenses
Hoya	Japan	Lenses
Seiko	Japan	Lenses
Tokai	Japan	Lenses
Transitions	USA	Lenses
Younger	USA	Lenses
3M	USA	Visual test equipment
B&S	Germany	Coating machines and edgers
Briot	France	Visual test equipment
Canon	Japan	Visual test equipment
EssilorLuxottica	France	Visual test equipment
MEI	Italy	Coating machines and edgers
Huvitz	Korea	Visual test equipment

LAMBDA-X	Belgium	Coating machines and edgers
Nidek	Japan	Visual test equipment
Optotech	Germany	Coating machines and edgers
Reichert	USA	Visual test equipment
Satisloh	Germany	Coating machines and edgers
Schneider	Germany	Coating machines and edgers
TECO	France	Coating machines and edgers
Topcon	Japan	Visual test equipment
Visionix	France	Visual test equipment

And notable Chinese enterprises to surf ahead of the wave also enjoyed the privilege of becoming our SIOF 2024 exhibitors simultaneously. *To name a few* as follows:

Company / Brand name	Major line of business
Bolon	Optical frames and sunglasses
Hong Kong Optical Lens Co., Ltd.	Lenses
Hydron Contact Lens Co., Ltd.	Contact Lens
Jiangsu Hongchen Optical Co Ltd	Lenses
Parim Optical (Xiamen) Co., Ltd	Optical frames and sunglasses
MingYue Lens Co., Ltd.	Lenses
Shanghai Conant Optics Co., Ltd.	Lenses
Shanghai Weixing Optical Co., Ltd.	Lenses
Wanxin Optical Group Co., Ltd.	Optical frames and lenses

**SIOF 2024 Product classification by percentage:**

(Certain exhibitors are engaged in multiple business)

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%

**Apart from all the well-known companies above , there are 30 companies and 61 brands of *international first-***

*timers. To name a few as follows:*

	Name of company	Country of brand origin	Line of business
1	Divel Italia	Italy	Lenses
2	GROOVER SPECTACLES	Japan	Optical frames and sunglasses
3	Hilx Eyewear	Canada	Optical frames and sunglasses
4	Khromis	UK	Optical frames and sunglasses
5	LAMBDA-X	Belgium	Coating machines and edgers
6	OG*OLIVERGOLDSMITH	France	Optical frames and sunglasses
7	Rosie Allan	Australia	Optical frames and sunglasses

### **Supported by international optical publications and exhibitions**

Media-wise SIOF 2024 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), 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 (Netherlands), Vision Expo (USA) and VEKO (Russia).

### **Don't miss out CIOF 2024 and SIOF 2025**

Let us meet up again at CIOF 2024, September 10 - 12, Beijing, the 35<sup>th</sup> **China International Optics Fair**. CIOF 2024 is another leading annual optical exhibition in Asia, and also a sizeable and influential optical exhibitions in the world. It's the best place to know about future trends for the upcoming winter and spring sessions from leading eyewear forecasters. It's also known as a good platform for global suppliers to showcase their latest products and technology, and for buyers to see the latest style eyewear, and future trends in autumn. And the next SIOF, the 23<sup>rd</sup> China (Shanghai) International Optics Fair, is scheduled to take place on February 20-22, 2024. It is going to be another big event in optical industry to be held in the spring of the year, when the buying season begins. As there was a large waiting list of SIOF 2024 and to fulfill the needs of the industry, the next SIOF will move to The Shanghai New International Expo Centre where the exhibition area will be expanded from the current 75000 square meters to 110,000 square meters in the new venue! Please keep track on the updated information on our website: [www.orientexhibition.com.hk](http://www.orientexhibition.com.hk)



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