



第十九届中国(上海)国际眼镜业展览会 THE 19th CHINA (SHANGHAI) INTERNATIONAL OPTICS FAIR

Show Report

SIOF 2019 – Times of visiting has broken the record

Organised by the China Optometric & Optical Association, and co-organised by the Orient International Exhibition Co Ltd The 19th 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 85,323 times of visiting from 72 countries and regions, underscoring Shanghai as a prime trading platform for the global eyewear industry.

Hall 2 spotlights international brands

The fair took place on 21-23 February 2019 at the Shanghai World Expo Exhibition & Convention Centre again, occupying all the 4 exhibition halls with a massive gross exhibition area of over 80,000 square meters. Same as the previous year, Hall 2 was the prestige international product hall. Halls 1, 3 and 4 are the showcase place for Chinese exhibitors. In order to facilitate buyers to place orders on their desired products after viewing on site, Procurement Zone is tailor-made for international exhibitors in SIOF 2019. Renowned international exhibitors who have specially acquired space in the *Procurement Zone* include **101 Studio (Agnes B, Jill Stuart, Levi's, New Balance), Seebond (Bape, Ed Hardy, Evisu, Paris Hilton), Beijing Baodian (Flair, Porsche Design), Ports and Stepper**, while others are receiving the customers in their own booth area.

Promoting China's best innovative eyewear

On the other hand, as Chinese eyewear brands might not be widely recognized by international buyers, the organizers set up basement area of SIOF 2019 as the Chinese “Fashion Designers’ Masterpieces Exhibition Hall” while Hall 4 took on the important role of “Boutique Gallery” of Chinese products. Both of them are designated to showcase China’s best innovative eyewear to local and overseas visitors. This helps the Chinese exhibitors to build up business partnership with international buyers, collecting market information and extend their distribution effectively. Some big Chinese companies in Hall 4: PARIM and WANXIN.

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 1st class eyewear exhibitions in terms of the number of exhibitors, international brands and scale of exhibition area.

This year's SIOF gathered a record of 281 international exhibitors from 22 countries and regions, and 382 global brands are on display. 661 Chinese exhibitors participated in the show. Regarding international group participation, full support was rendered to SIOF 2019 by Korea Optical Industry Agency. A total of 57 Korean exhibitors attended and showcased stylish eyewear products, which was one of the highlights of the show. Sizeable regulars such as CMA Global, GEO, Huvitz, New Bio, World Trend were all present. Apart from Korea, the number of exhibitors from Germany is also one of the largest in SIOF 2019. Some of the major German brands participating include: ByWP, Buhler, Carl Zeiss, Cotec, Flair, IC!Berlin, Lunor, Markus-T, Mykita, Optotech, Satisloh, Schneider, Stepper. And the German exhibitors occupied over 500 sqm in SIOF 2019's international hall

SIOF 2019 – List of some major international exhibitors: (in alphabetical order)

Company / Brand name	Country	Major line of business
999.9	Japan	Optical frames and sunglasses
Bape	Japan	Optical frames and sunglasses
Bausch + Lomb	USA	Contact Lens
BJ CLASSIC COLLECTION	Japan	Optical frames and sunglasses
BUHLER	Germany	Coating machines and edgers
ByWP	Germany	Optical frames and sunglasses
Canon	Japan	Visual test equipment
CARL ZEISS	Germany	Lens
Cazal	Germany	Sunglasses
Charmant	Japan	Optical frames and sunglasses
DITA	USA	Optical frames and sunglasses
Essilor	France	Lens
Flair	Germany	Optical frames and sunglasses
Gotti	Switzerland	Optical frames and sunglasses
Hoya	Japan	Lens
Ic! Berlin	Germany	Optical frames and sunglasses
Jaguar	Germany	Optical frames and sunglasses
JISCO EYEWEAR	Spain	Optical frames and sunglasses
Kaleos Eyehunters	Spain	Optical frames and sunglasses
Korean Pavilion and individual exhibitors	Korea	At SIOF 2019, an all-embracing array of Korean forces will showcase truly awesome frames, contact lenses, lenses and tip-top equipment. Apart from individual participants, members of Korea Optical Industry Agency (KOIA) form the official participation group again to show the best optical products of Korea to China and the world.
Lafont	France	Optical frames and sunglasses
Linda Farrow Linear	UK	Optical frames and sunglasses
Lindberg	Denmark	Optical frames and sunglasses
Lunor	Germany	Optical frames and sunglasses

Company / Brand name	Country	Major line of business
Markus-T	Germany	Optical frames and sunglasses
Masunaga	Japan	Optical frames
Maui Jim	USA	Sunglasses
MEI	Italy	Edgers
Menrad	Germany	Optical frames and sunglasses
Monoqool	Denmark	Optical frames and sunglasses
Morel	France	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
RETROSUPERFUTURE	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
Stephane + Christian	Korea	Optical frames and sunglasses
Stepper	Germany	Optical frames and sunglasses
THOM BROWNE	USA	Optical frames and sunglasses
Tokai	Japan	Lens
Topcon	Japan	Visual test equipment
Victoria Beckham	UK	Optical frames and sunglasses
Younger	USA	Lenses

SIOF 2019 Product classification by percentage :

(Certain exhibitors are engaged in multiple business)

Product Classification	Percentage
Frames	26%
Sunglasses	30%
Lenses	10%
Contact lenses	10%
Visual test equipment and manufacturing and processing machinery	14%
Raw materials	9%
Others	2%

Apart from all the well-known companies above , we are happy to have the following international first-timers :

	Name of company	Country of brand origin	Line of business
1	RETROSUPERFUTURE	Italy	Optical frames and sunglasses
2	Stephane + Christian	Korea	Optical frames and sunglasses

The SIOF effectively stimulated the business of many exhibitors in the past years, that's why many exhibitors applied for a bigger exhibition area, in order to showcase more products

Name of exhibitor	Country of brand origin	Line of business	% ↑ in SIOF 2019 exhibition area as compared with SIOF 2018
Chang's (DITA, IC!Berlin, Thom Browne)	USA, Germany	Optical frames and sunglasses	↑ 61%
PUYI (Linda Farrow Linear, Victoria Beckham)	Italy	Optical frames and sunglasses	↑ 43%
Stepper	Germany	Optical frames and sunglasses	↑ 725%

Supported by international optical publications

Media-wise SIOF 2019 have cooperated with Chinese and international optical publications, optical associations and optical show organizing counterparts to increase the media exposure, including the following:

China Glasses Science-Technology (China), DIOPS (Korea), Expo Optica (Brazil), Eyefocus (Korea), Korea Optical Industry Agency (KOIA) (Korea), Eyezone (Kuwait), Four Plus Media (India, Singapore, UAE), GANKYO (Japan), Hong Kong Optical Manufacturers Association (Hong Kong), Hong Kong Trade Development Council (Hong Kong), Indian Optician (India), In-optics (India), Loop (Taiwan), MAFO (Germany), MIDO (Italy), Optical Business (Korea), Opti Munich (Germany), Optical World (UK), Optikey (Italy), SILMO (France) ,Vision Expo (USA) and VEKO (Russia).

Don't miss out CIOF 2019 and SIOF 2020

Let us meet up again at CIOF 2019, September 9 - 11, Beijing, **China International Exhibition Center**. CIOF 2019 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 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 20th China (Shanghai) International Optics Fair, is scheduled to take place on Feb 11-13, 2020. It is going to be another big event in optical industry to be held in the spring of the year, which the buying season begins. Please keep track on the updated information on our website: www.orientexhibition.com.hk



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