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Date: 5 October 2017

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First dedicated trade show for the optical and eyewear industry, SILMO Bangkok, launches in Bangkok, Thailand

General Press Releases Thursday October 5, 2017 13:31



Bangkok--5 Oct--IMPACT Exhibition Management

SILMO, the industry's leading trade fair for the optical and eyewear industry, is extending their reach into promising new markets once again. SILMO Bangkok, the first dedicated trade fair of its kind in Thailand, is set to make its debut in Bangkok at IMPACT Exhibition and Convention Center, Bangkok, Thailand, during 20-22 June 2018.

Organized by IMPACT Exhibition Management Co., Ltd (IMPACT), SILMO Bangkok will feature the latest collections and will host brands and companies from across the optical and eyewear sector, including frames, lenses, contact lenses, materials, equipment and business services. SILMO Bangkok is the perfect platform for the presentation of the latest products and services to eyewear dealers, distributors and importers; optical shop owners, opticians, lens and frame manufacturers; eyewear material and accessory manufacturers, and all professionals involved in the eyewear and eye care industry.

Mr. Eric Lenoir, Exhibitions Director, Comexposium said "50 years ago, SILMO was launched by a group of French eyewear manufacturers in order to promote their know-how to the world. Half a century after, its commitment to improve and enhance vision worldwide is more accurate than ever. Based on SILMO Paris' long and successful experience, we decided a few years ago to develop new business opportunities for the industry in promising markets. SILMO Istanbul was our first international project, rapidly followed by SILMO Sydney. We are extremely happy to welcome SILMO Bangkok into the SILMO Family to share eyewear's hottest creations and eye care's latest innovations with ASEAN professionals".

Mr. Loy Joon How, General Manager, IMPACT, said, "With the strong economic development, a growing middle class population and a youthful and fashionable population, SILMO Bangkok is poised to be the gateway to ASEAN, tapping into the vibrant and growing eyewear market. Thailand's eye care and eyewear industry continues to grow at almost 7% year-on-year increase in lenses, spectacles and parts".

"In addition to the exhibition, SILMO Bangkok, together with the Association of Optometrists of Thailand is developing a comprehensive educational program with accreditation for optical professionals. In addition, exclusive free seminars on local and regional current business market trends will be conducted. Other exciting show features include the Pop Up Store - a special feature zone to showcase an interactive gallery of the season's latest collections through virtual reality try-on software; a gallery zone for the latest fashion eyewear created by young and up and coming designers; and the buyer program where our exhibitors can connect with qualified buyers, via pre-scheduled meetings," said Mr. Loy Joon How.

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