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**ASIA TODAY**

6th WORLD CONGRESS ON CONTACTLENSES, DEBATES & CONVENTIONS  
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### SILMO Bangkok 2018, the first dedicated trade fair for the optical and eyewear industry in ASEAN, is set to make its debut in Bangkok, Thailand

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May 31, 2018  
Category: Trade Show Event Manufacturing and Production  
Topic: SILMO optical EYEWEAR

Bangkok, Thailand 31 May 2018 - SILMO Bangkok 2018 presents a new chapter in ASEAN's optical and eyewear industry, providing a platform where manufacturers, dealers and distributors in the optical industry, are able to explore the current sales and marketing trends to drive business growth. SILMO Bangkok 2018 will take place at Hall 4, IMPACT Exhibition Center, Bangkok, Thailand from 20 to 22 June 2018.

**SILMO Bangkok, the first ever ASEAN optical fair**

Mr. Loy Joon How, General Manager, IMPACT Exhibition Management Co., Ltd., revealed "Building on SILMO Paris' longstanding success, we are pleased to present SILMO Bangkok 2018. The inaugural edition of SILMO Bangkok with the theme, "Business Meets Fashion", features new collections, the latest products, technologies and solutions from over 250 global brands."

**Key highlights not to be missed**

"A highlight feature is the SILMO Pop-Up Store, a special zone showcasing selected collections and iconic products from various brands. In addition, there are several free-to-attend seminars conducted by renowned speakers, covering various topics including increasing sales leads with digital marketing, upgrading selling techniques, how big data is driving marketing strategy to gain positive sales approach of progressive lenses, as well as a panel discussions on "Hi-end lenses - the technological innovation in the industry 4.0 era". Be ready to be inspired by 15 up-and-coming designers of the SILMO Bangkok Eyewear Design Contest 2018. Knowledge exchange is a key component - we are working with The Association of Thai Optometrists to organize a comprehensive educational and accreditation program for optical professionals. We are expecting to welcome more than 4,000 industry players from the ASEAN region," Mr. Loy added.

**TCEB launches campaign to attract qualified international buyers**

Mr. Chinut Isarangkarn Na Ayuthaya, President of Thailand Convention and Exhibition Bureau (TCEB) states "TCEB is pleased to have the opportunity to welcome and support SILMO Bangkok 2018 with over 4,000 professionals and would like to thank the organizer, IMPACT Exhibition Management, who brings in French-based show first host destination in ASEAN for the first time. TCEB's support for the show is in line with TCEB policy to promote and develop international trade fairs as a tool to boost economic and business growth, and to transform Thailand into a central platform of trade fairs in the ASEAN region. Positioning the show as ASEAN Optical Fair is an appropriate strategy as TCEB-supported trade shows during the past 4 years have experienced 126% growth. TCEB supports SILMO Bangkok 2018 through its varied campaigns to market the event overseas, to attract buyers under Connect Businesses campaign and to bring international pavilions under Exhibiz in Market campaign with the overall aim to reach every target group of the show. In this connection, TCEB would like to congratulate the organizer in incorporating conference to enhance knowledge and upgrade the profession and competition on product ideas. These elements of the show are in alignment with TCEB policy in upgrading the standards of the show and developing the creativity for the event which will generate added value to the trade show industry in Thailand.

**Propelling Thailand's young designers**

Mrs. Wanpen Rattanakungwal, Director of Division of Creative Industry Development, Department of Industrial Promotion, Ministry of Industry, said "The SILMO Bangkok Eyewear Design Contest 2018 received overwhelming response, with more than 150 submissions from university students. We have established a committee of experts from fashion and product design to select the top 15 entries that showed creativity and unique design works. We would like to take this opportunity to invite you to witness and join the final round of the contest at SILMO Bangkok 2018 on 20 June 2018. The winner will showcase his/her eyewear design works at SILMO Paris 2018 to propel Thailand's young designers into the global arena.

**A comprehensive accredited academic program for optical professionals and optometrists**

Dr. Narong Leedasawat, President, The Association of Thai Optometrists, said "The Association of Thai Optometrists cooperated with the Department of Health Service Support under the Ministry of Public Health, is organizing the Thailand International Optometry Conference 2018 - "Vision, learning, living and entertaining". Our objectives are to increase the knowledge and to update optometrists and opticians with the latest technology. A wide range of industry experts from Thailand and globally have been invited share their expertise and insights on visual development; visual screen technology toward better vision; science behind lens designs to help patients live, work and play longer; and many other current hot topics. Optometrists who have successfully passed this program will earn credit to continue their optometry license."

**Thailand is the world's top 10 independent lenses manufacturer**

Mr. Sarath Teganjanavanich, Vice President of Business Planning and Finance, Thai Optical Group Public Company Limited said "TOG is the first Thai company to manufacture lenses for domestic and international and is the world's top 10 independent lenses manufacturer. Thailand is the second largest manufacturer and exporter of optical lenses after China. The export of lenses is about 16% of the export volume of lenses worldwide. TOG seeks opportunities and channels for new business at SILMO Bangkok 2018. The Company will also announce a strategic collaboration with TOKAI Optical and Nam Slip Thai in the Prescription (Rx) Lenses business and launch the new progressive lens design series "ZENITH".

For more information, please visit [www.silmobangkok.com](http://www.silmobangkok.com)

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