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ข่าวประชาสัมพันธ์ล่าสุด

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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IMPACT EXHIBITION MANAGEMENT — 31 May 2018 14:26



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.

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".

TCEB launches campaign to attract qualified international buyers Mr. Chiruit Isarangkun 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.

Propelling Thailand's young designers Mrs. Wanpen Rattanangkwal, 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.

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".

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.

ABOUT THE ORGANIZER: SILMO International Founded in 1967, the Silmo Association, which brings together French optics and eyewear manufacturers, is the owner of the Silmo Paris exhibition. His long lasting partner COMEXPOSIUM, one of the European leaders in events organisation, is involved in 114 events for the general public and professionals, covering 18 sectors of the economy. COMEXPOSIUM organizes five of the ten biggest events held in France. www.comexposium.com

IMPACT Exhibition Management Co., Ltd. IMPACT Exhibition Management Co., Ltd. ("IMPACT") is the leading exhibition organizer in Thailand. Offering a full range of services for domestic and international exhibitions, conferences, meetings and special events, IMPACT has earned a well-deserved reputation as a highly professional and reliable show manager/organizer amongst the public and private sectors.

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