



Press Release

For Immediate Release

## SILMO Bangkok 2019 gathers over 250 international eyewear brands under one roof

**Bangkok, Thailand, 5 June 2019** - SILMO Bangkok 2019 ("SILMO") will be welcoming over 250 eyewear brands from 15 countries over the next three days, with the aim to create new opportunities for Thai eyewear entrepreneurs at this global trade fair. Organized by IMPACT Exhibition Management Co., Ltd. ("IMPACT"), the fair will unveil the newest eyewear collections by worldwide leading brands for the first time in ASEAN, as well as showcase unique eyewear designs under the concept of "The Art of Siam", from 5-7 June 2019, at IMPACT Exhibition and Convention Center, Hall 8.

**Mr. Panuwat Triyankulsri, Inspector General, Ministry of Industry**, said, "SILMO demonstrates the potential and elevates the industry to the 4.0 era, and is a business opportunity for eyewear and eyecare industry entrepreneurs in Thailand and the ASEAN region to learn new technologies and innovations to stand out in the competition. The Department of Industrial Promotion, Ministry of industry is supporting the 'SILMO Bangkok Eyewear Design Contest 2019' to create opportunities for Thai designers to showcase their designs and create international opportunities for them."

**Mr. Loy Joon How, General Manager, IMPACT**, said, "SILMO with the theme, 'Business Meets Fashion', brings together more than 250 eyewear brands from across the region, including Australia, China, France, Hong Kong, Italy, Japan, Korea, Malaysia, Singapore, Spain, Taiwan, Thailand, UK, USA and Vietnam. Besides showcasing the latest eyewear collections in ASEAN, innovative optometric instruments and equipment will be introduced, as well as featuring a comprehensive line of business services. Attendees will be able to experience these innovations, and can also initiate business negotiations and seek new business partners at SILMO."

**Mrs. Nichapa Yoswee, Senior Vice President-Business, Thailand Convention and Exhibition Bureau (TCEB)** said that TCEB has supported SILMO Bangkok for the second consecutive year. The support campaigns for this year's edition are Performance Booster and Exhibiz in Market to drive growth of the show and to raise the number of exhibitors which will expand business volume for the show. The campaigns are part of the bureau's new branding "Thailand Redefine Your Business Events" which aims at co-creating business opportunities for stakeholders of the show and promoting SILMO Bangkok to become a platform to tap into ASEAN market or ASEAN Optical Fair. This is in line with TCEB's policy to make Thailand a central platform of international trade shows of the ASEAN region. Besides, TCEB supports shows in Thailand to demonstrate their development towards innovation and technology to be in line with Thailand 4.0 policy and SILMO Bangkok has shown such demonstration, thus, a target of TCEB support.

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**Mr. Jerome Colin, GIFO President and Chairman, SILMO International**, shared, “SILMO Paris has developed for more than 50 years has become the top-notch eyewear trade show and established itself as the trendiest hub of the global optical industry. It is such a delight that SILMO Bangkok 2019 is building on its success from the launch edition last year. This year, SILMO Bangkok is hosting a greater number of participating entrepreneurs from across the world and is offering business opportunities for eyewear entrepreneurs from Thailand and ASEAN, the two regions with the world’s fastest growth in eyewear industry. The show offers them chance to discover the new eyewear trends and to indulge in inspirations for eyewear design.”

### Key Highlights of SILMO Bangkok 2019

- Exclusive Eyewear Fashion Show 2019 is featuring brands such as Blake Kuwahara, Boz Illusion, DITA, Etnia Barcelona, Frank Custom, Gentle Fendi, Liò, NARA E, and UNSUIKYO, and will be led by Grace Kanklao, popular Thai Actress
- SILMO Pop-Up Store. This eyewear gallery shines the spotlight on uniquely designed collections, featuring brands including ANNA SUI, Beberi, BLAKE KUWAHARA, BOLON, Cotton Club, DARIO MARTINI, Etnia Barcelona, EXALTO, Frank Custom, GENTLE FENDI, Io unconventional, JFREY, KIO YAMATO, LAFONT Paris, Mixed Clip, MOSCOT, Mustbygrafix, NARA E, OTO, POLAR, Porsche Design, Ray Jet, VUILLET VEGA, YellowsPLUS.
- SILMO Bangkok Eyewear Design Contest 2019. Discover the designs of the 30 finalists, including the NO-RAH GLASSES, THAI BUFFALO GLASSES, KO-LAE BOAT GLASSES, SOR-OO GLASSES, KHAO-MANEE SIAMESE CAT GLASSES, WAVERING FLORAS GLASSES, NONGLUKS GLASSES, TOS-SA-FUN GLASSES, QASHA GLASSES and SUPHANNAHONG ROYAL BARGE GLASSES. The winner will be announced on Friday 7 June 2019. The top three winners will walk away with prizes worth more than 120,000THB and have their designs showcased at SILMO Paris 2019.
- Seminars by optical industry experts will share their expertise and insights on optical lenses, eye measurement instruments and optometry. In addition, numerous workshops, including the “Key Trends Shaping Eye health in Asia”, “Optical innovation for better Consumer Experience”, and “Customizes Ophthalmic lens new trend for optical store” are free-to-attend for all professional visitors.

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

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**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](http://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. Through face-to-face and digital channels, and working hand-in-hand with international trade associations, organizers and corporations across a broad spectrum of industries, IMPACT creates environments to help you build a network of professional contacts in the course of one event.

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