



Press Release

For Immediate Release

## **SILMO Bangkok 2018 proved to be THE trade platform for ASEAN's optical industry with a record of 3,750 trade visitors from 42 countries**

**Bangkok, Thailand 5 July 2018** - The first edition of SILMO Bangkok 2018 reflected its success as the gateway to ASEAN's optical industry. More than 3,750 national and international trade visitors from 42 countries gathered, to explore this new chapter in ASEAN's optical industry.

Mr. Loy Joon How, General Manager, IMPACT Exhibition Management Co., Ltd. ("IMPACT"), said, "The theme, 'Business Meets Fashion', was reflected through the showcases of the latest trends and eyewear collections from over 250 brands worldwide, including Alexander McQueen, Christopher Kane, ic! berlin, LINDA FARROW, Miu Miu, MUZIK, Paul Hueman, Stealer, Stella McCartney, Sunday Somewhere, TAVAT Eyewear and VON ARKEL. SILMO Bangkok 2018 unveiled the SILMO Pop-Up Store, an area featuring dozens of brands and iconic eyewear collections, creating a brand new customer experience."

"Topcon Instruments (Thailand) Co. Ltd, Langfang Far East Prosperous Optical Instrument Co., Ltd., Ningbo FLO Optical Technology Development Co., Ltd. showcased their latest instruments for examination, diagnosis, treatment as well as optometric instruments for refraction and eye-glass lens processing, whilst Hoya, Thai Optical Group, Tokai and Zeiss presented their expertise in lens manufacturing with new technologies," Mr. Loy added.

Mr. Jessy Tissot, Sale Agent and consultant of Jeyes, France, who exhibited at SILMO Bangkok 2018, stated "We offer full leather frames, and we are targeting customers in Thailand and the region. However, it is difficult to reach customers in Thailand. SILMO Bangkok is a good platform for us to meet customers from Thailand and the region. That's why I am here!"

"SILMO Bangkok may be the answer to our business strategy – a springboard for our business to grow in Thailand and the neighboring countries." added by Mr. Torn Prachartam, Managing Director, Thai Optical Group Public Co., Ltd.

The Thailand International Optometry Conference 2018, organized by the Association of Thai Optometrists attracted over 550 optometrists and opticians over the two-day accredited program. With contributions from more than twenty renowned speakers, they explored insights in line with the theme, "Vision, learning, living and entertaining". Visual development; visual screen technology toward better vision; the science behind lens designs to help patients live, and many other current topics were presented and discussed. In addition, knowledge that could be implemented into optical businesses including successful cases of online eyewear store and digital marketing solutions for optical shops and chain stores, were also shared.

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Mr. Loy concluded, "SILMO Bangkok aims to bridge the gap between suppliers and manufacturers of eyewear; lenses; optometric instruments, equipment and machinery; and business services by facilitating business and providing learning opportunities. We look forward to a more vibrant and comprehensive edition next year and we are very excited to be a facilitator in these companies' journey of establishing and expanding their presence in ASEAN's optical industry."

The second edition of SILMO Bangkok will be held on 19-21 June 2019, at IMPACT Exhibition and Convention Center.

For more information on the definitive exhibition, 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. [www.impact.co.th](http://www.impact.co.th)