



Press Release

For Immediate Release

SILMO Bangkok 2018 presents new chapter in ASEAN's optical and eyewear industry

Bangkok, Thailand 20 June 2018 - SILMO Bangkok 2018 kicks off today with the aim to promote Thailand as the regional stage for manufacturers, dealers and distributors to showcase their latest eyewear collections, lenses, equipment and business services to optical professionals in the ASEAN region. More than 250 local and global companies and brands gather at SILMO Bangkok 2018. In addition, seminars focusing on current sales and digital marketing trends are held concurrently. Over 4,000 visitors from optical chain stores and retailers from ASEAN are expected to attend the expo. SILMO Bangkok 2018 opens its door from today until 22 June 2018 at Hall 4, IMPACT Exhibition Center, Bangkok, Thailand.

Mr. Panuwat Triyangkulsri, Deputy Director General Department of Industrial Promotion ("DIP"), Ministry of Industry of Thailand, presided over the official opening ceremony together with Mr. Loy Joon How, General Manager, IMPACT Exhibition Management Co., Ltd. ("IMPACT"); Ms. Amelie Morel, SILMO Association President; and Ms. Kanokporn Damrongkul, Director of Exhibition Department, Thailand Convention and Exhibition Bureau ("TCEB").

Mr. Panuwat Triyangkulsri, Deputy Director General, DIP, Ministry of Industry of Thailand, revealed "The Ministry of Industry has encouraged investment and development on major industries and scaling up development of new sectors with the aim to create a well-balanced local economy to compete on a global scale and withstand global challenges. To further this aim, DIP is setting up the Thailand Industrial Design Center at Soi Tri-mit, Kluaynamthai, intended to encourage the integration of product design and global value chain. In addition, DIP joined hands with IMPACT to organize the 'SILMO Bangkok Eyewear Design Contest 2018'. The winner will showcase his/her eyewear design works at SILMO Paris 2018, to propel Thailand's young designers into the global arena."

Mr. Loy Joon How, General Manager, IMPACT, said, "SILMO has been organized in Paris for over 50 years and it is one of the world's most important optical trade exhibitions. Building on SILMO Paris' longstanding success, we are pleased to present SILMO Bangkok 2018, the first ever edition of SILMO to be held in Southeast Asia. SILMO Bangkok 2018 is organized with the unique theme, 'Business Meets Fashion', featuring new collections, the latest products, technologies and solutions from over 250 global brands from countries including France, Taiwan, South Korea, Singapore, China, Hong Kong and Thailand."

"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." Mr. Loy added.

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Ms. Amelie Morel, President, SILMO Association, said, “The SILMO Association, founded in 1967, brings together French optics and eyewear manufacturers. For the past 50 years, SILMO Paris has been carving out a niche as the flagship trade fair for optical and eyewear professionals. Building on SILMO Paris’ longstanding success, SILMO family has extended their reach into the new promising markets in ASEAN. With 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 a vibrant and growing eyewear market. SILMO Association is proud to support SILMO Bangkok 2018 to become the most comprehensive trade platform in ASEAN.”

Ms. Kanokporn Damrongkul, Director of Exhibition Department, Thailand Convention and Exhibition Bureau (TCEB) said “Thailand has been ASEAN’s leading exhibition platform. With a mission to support, promote and develop Thailand’s MICE industry, TCEB is proud to welcome and support SILMO Bangkok 2018 as a platform to feature eye-glasses and lens product, including tools and equipment for optic enterprises. TCEB believes SILMO Bangkok 2018 will be instrumental in growing eyewear business and product development in Thailand and be a part in driving Thailand’s trade fair industry to become a business platform to tap into ASEAN market in line with TCEB policy. Toward this end, TCEB has developed various support schemes for trade fair stakeholders. Connect Businesses campaign aims at attracting trade visitors from ASEAN+6 countries, while Exhibiz in Market campaign aims at bringing in national pavilions. The campaign Pitch for Boom supports venue operators in Thailand to attract new shows and SILMO Bangkok 2018 is one event under this campaign”.

SILMO Bangkok 2018 features a comprehensive range of products and services including frames, lenses, equipment and business services – started today until Friday, 22 June 2018 during 10.00 am – 6.00 pm. at Hall 4, IMPACT Exhibition and Convention Center, Bangkok, Thailand.

For more information, please visit 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



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