



Press Release

For immediate release

SILMO Bangkok 2019 attended by industry professionals from over 32 countries

Bangkok, Thailand, June 2019 - SILMO Bangkok 2019 (“SILMO 2019”), Thailand’s dedicated optical trade fair, recently marked its success with over 2,800 visitors and 250 exhibiting brands and companies from Thailand and overseas. Launched in 2018, SILMO has cemented its position as the region’s leading trade platform for the industry.

Mr. Loy Joon How, General Manager, IMPACT Exhibition Management Co., Ltd. (“IMPACT”), said, “We were pleased to welcome first-time country pavilion, Italy, as well as the other four – China, France, Korea and Taiwan. We are confident that SILMO will create business opportunities for Thailand and the region, and will continue to develop and grow SILMO.”

According to Mr. Daniel Yoon, President, VP Networks, Korea, who exhibited at SILMO 2019, “We met many optical professionals. We enjoyed ourselves and have had very good meetings for our business.”

“It’s very interesting and I can meet potential customers. We are looking for new business partners and that’s why we are here today. I would definitely recommend industry peers to join and exhibit in this fair,” said Ms. Sophie Pottecher, Asia Pacific Sales Manager, Etnia Barcelona, Spain.

As part of encouraging innovation, SILMO collaborated with the Division of Creative Industry Development from the Thailand Ministry of Industry, to organise the SILMO Bangkok Eyewear Design Contest. The winners, Ms. Nichakamon Tuncharern, Mr. Upchuck Tongngern, Mr. Kittiphon Sodata, Ms. Pitchayapa Petpiroon and Mr. Rashata Nakpansua walked away with prizes worth more than 120,000THB and their designs will be showcased at SILMO Paris 2020. In addition, the series of conferences and seminars were well-attended by more than 600 participants.

SILMO Bangkok 2020 will be held from 10-12 June 2020, at IMPACT Exhibition and Convention Center, Bangkok, Thailand.

For more information on the definitive exhibition, 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