



Press release

## SILMO PARIS 2020

### PROTECTION AND ENHANCEMENT OF THE OPTICS AND EYEWEAR INDUSTRY - SILMO IS COMMITTED!

- More than ever, SILMO Paris is committed to supporting the industry's professionals.
- Content, projects, innovations, synergies, and more: this 2020 edition will be responsible and ambitious.
- SILMO Paris 2020: An eagerly awaited reunion.

**Amélie Morel, Chairman of SILMO Paris** *"Although the unprecedented period that we have been experiencing for several months has been causing upheavals in our personal and professional lives, SILMO Paris continues to work on a daily basis to protect and enhance the industry. The calendar of great events has been disrupted overall, but we are keeping a close eye on the encouraging evolution of the situation, and we are prepared for any possible scenario with one central objective: to protect the interests of our communities.*

*Resolutely positive and enthusiastic, our team is 'all hands on deck' to prepare the next edition of the trade fair, eagerly attended by the entire profession (700 companies have already confirmed their registration, for an exhibitor attendance rate of 80%). Since the lifting of lock-down has been unfolding smoothly throughout Europe, we are very optimistic, and are more determined than ever to propose a forward-looking 2020 edition rich in innovative content and friendly, inspiring encounters."*

**Optimistic, responsible, flexible, and prepared to ensure everyone's safety,**

**SILMO Paris 2020 is preparing to welcome the industry back.**

When the theme for the 2020 edition - #FUTURISSILMO - was first conceived, it was impossible to foresee that the current crisis would bring even more meaning to the subject. Now, it is as essential as ever to accompany the optical and eyewear industry to ensure that it recovers its activities, and that it does so in a lasting way. In this unprecedented context, the 2020 edition is being driven forward by a precise ambition: to invite the profession to picture itself in the

future, boosting SILMO Next and the SILMO Family to help opticians better understand and prepare for what is to come.

### **SILMO Next, towards a techno-responsible optical and eyewear future.**

A laboratory of ideas, a multi-disciplinary discussion space, a showcase for creation and innovation, this new edition of SILMO Next strives to encapsulate the work that began two years ago imagining the future of the sector, product developments, and the optical profession.

SILMO Next 2020 is organised into five spaces that project us into a techno-responsible future, emphasizing the twofold transformation underway in our sector: the increasing importance of technology for both eyewear brands and opticians, and the growing awareness of the need to act more responsibly on a daily basis.

#### Space #1 Corporate Social Responsibility (CSR)

The essential CSR discussions that began at Silmo 2019 will be sustained by the results of a survey conducted with optical professionals, as well as their testimonials and shared experiences. This content will form the basis of a collective consideration and a co-construction of the CSR approach for the entire industry.

#### Space # 2 Futurology

Eco-design, new materials, circular economy, connected products, and more: the Futurology space will examine the theme of techno-responsibility through the filter of the future, predicting the innovations that will gradually shape tomorrow's optical and eyewear industry.

#### Space #3 Trends Forum

In keeping with its DNA, the Trends Forum will highlight the trends and new developments of 2020 that will determine the immediate future. It will also showcase the ways in which the industry has already begun to take action for a more committed long-term future, using design to further our environment and our society.

#### Space #4 SILMO d'Or

Once again this year, the SILMO d'Or will reward creativity and innovation, key factors for a successful future in our profession. This is a new opportunity to highlight the dynamic ideas brought forth by talented professionals.

#### Space # 5 Meilleurs Ouvriers de France (MOF)

Representatives of the innovative dynamic of the optical field in their own right, the "Meilleurs Ouvriers de France" are making

their début at SILMO Next. The heirs to a unique legacy and expertise, they are well qualified to provide opticians with the keys of their future development. Now more than ever, a return to craftsmanship, local sourcing and authenticity are relevant ways to address the new consumer behaviours and challenges to come.

And, last but not least, AGORA is a place for expression, discussion, and shared experiences that enables all the professionals of the industry to create new synergies and compare their points of view on the future of their jobs, products and distribution to better understand this ambitious future: one that combines technical achievement and innovation with the protection of the environment and human rights.

**SILMO Family: encouraging a family spirit.**

While SILMO Paris draws its strength on a long history and authentic expertise, it also owes a great deal to its proximity with professionals all over the world. It was therefore an obvious choice to carry the SILMO model over to geographic zones that show development potential for the industry. Today, SILMO Istanbul is the economic event of reference for the MENA region, and SILMO Bangkok is held at the heart of the ASEAN region. Simultaneously rolling out new formats for encounters and discussions (Specs, Silmo Showroom) at various locations on the optical planet, they offer professionals additional opportunities to meet. These new event models are flexible and agile, a point made even more pertinent by the uncertainty of this period. With the SILMO Family, there will always be a time and a place to conceive and create tomorrow's optical world!

**Éric Lenoir, Director of SILMO Paris:** *"The protection of exhibitors, visitors and all our teams is central to us: we are considering all the possibilities and are ready to assume 100% responsibility for any risks. But most of all, we wish to reassure optical and eyewear professionals that we are making every effort - as we do every year - to prepare a trade fair at the cutting edge of innovation and inspiration to lead the community through the developments underway in the industry and in the business. After nine months deprived of professional encounters, without seeing each other 'in real life', we will be even more thrilled to see you again (safely, of course!) to celebrate the creativity, conviviality and expertise of our entire field. We are resolutely optimistic, committed and supportive: we are convinced the the future is at SILMO and that SILMO is the future! #FUTURISSILMO"*