



SILMO 2020 outside the walls, save the date!

The still-unstable health situation is driving us to leave the beaten path and to provide alternatives to a major gathering fraught with cross-border difficulties. After announcing that its 2020 edition would not be held at Paris Nord Villepinte, SILMO Paris activated its plan B to address the expectation of the optical and eyewear industry and the anticipation of exhibitors and visitors hoping to reunite.

An exceptional year calls for exceptional solutions, and this year a nomadic version of SILMO Paris will be held in different formats adapted to the market. Showrooms will open in convenient, convivial locations:

- Paris, October 3rd and 4th
- Bordeaux, October 12th
- Rennes, October 19th
- Lyon, October 26th
- Copenhagen, October 3rd and 4th
- Brussels: date to be confirmed

This unprecedented local programme addresses essential business needs without overlooking the characteristics distinctive to SILMO: conviviality, effectiveness, performance, content, discussion, and so on. All the basic elements will come together for the success of an unusual edition that reinvents the concept while remaining focused on the constructive objective: to remain turned to the future.

We will send you all the details in the autumn.

In October, SILMO Paris will be on the move, while remaining loyal to its values.