



SEASON 1

Over the past few years, SILMO and its partners have developed a range of event formats to complement the long-standing Paris trade fair, in response to the desire for new experiences, and the need to foster close ties and flexibility at optics industry trade fairs.

Travel restrictions and the long period without trade fairs brought about by the global pandemic inspired us to create a new event format whose main aim is to maintain the truly special links that connect the optics industry community.

THINK DIFFERENTLY, ACT DIFFERENTLY

As large gatherings of people in a single exhibition space were banned, what if a city hosted multiple small spaces for quality individual meetings?

COPENHAGEN SPECS and SILMO are therefore delighted to introduce the latest addition to our family of events: SPECS AND THE CITY

Over the course of a weekend, the participating brands and businesses will host clients and potential clients in showrooms that they have set up in one of the event's partner hotels located in a defined area to facilitate travel on foot or on bike. Visitors will easily be able to organise their weekends using a special app, switching between meetings with exhibitors, cultural outings, and gourmet eating experiences.

SPECS AND THE CITY takes a fresh look at trade meetings and transforms them into a "unique experience in each of the host cities, which will be showing off all of their charms and treasures in order to welcome the optics-eyewear community", explain the organisers.

SPECS AND THE CITY Season 1 is starting soon. Here are the dates for your diary:

- COPENHAGEN, DENMARK – 20-22 AUGUST
- VALENCIA, SPAIN – 1-3 OCTOBER
- ANTWERP, BELGIUM – 8-10 OCTOBER
- COLOGNE, GERMANY – 15-17 OCTOBER
- TALLIN, ESTONIA – 22-24 OCTOBER

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<http://specsandthecity.eu/>

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