

SILMO

Paris

THE OPTICAL FAIR

Amélie Morel elected President of Silmo

The Board of Directors of the Silmo Association, the founding proprietor of the Silmo Paris Exhibition, has unanimously elected Amélie Morel as the new Silmo Paris president.

Communications Director for the Morel company which has embodied the know-how of the French eyewear industry for more than 130 years, Amélie Morel will take the helm of this major optics and eyewear event which this year is celebrating its 50th anniversary. The 4th generation to manage the family business alongside her brothers Jérôme and Francis, Amélie Morel received a resounding vote of confidence from the association's Board to continue the work of promoting both the Silmo Exhibition and the industry, previously carried out by Philippe Lafont who passed away suddenly in March.

For the past 50 years, Silmo Paris has been carving out a niche as THE flagship trade fair for all optics and eyewear professionals. Under the impetus of successive presidents, Silmo has developed tools and promotional platforms to support the profession: Silmo d'Or awards, Silmo Academy, Trends Forum etc. True to its dynamic and innovative DNA, the blueprint for serving the needs of the profession, Silmo Paris will continue this momentum. At its head will be an ambassador for the French eyewear sector who combines a fresh approach with an extensive knowledge of both communications and the French and international eyewear markets.

Backed by a committed, close-knit team, Silmo Paris will work hard to complete all the projects initiated, in particular:

- celebrating the 50th anniversary of the world's leading optics and eyewear exhibition;
- delivering constructive innovations to ensure the exhibition remains at the cutting edge of market developments;
- meeting the expectations of exhibitors and visitors even more effectively in terms of business, socialising, creativity, training and innovation.

At the close of the Board meeting, Amélie Morel gave a statement: *"This nomination represents an honour for the Morel family, and for me in particular. It is a demanding task, one that Philippe fulfilled with outstanding devotion and professionalism. The confidence and support expressed by all Board members will enable me to continue on the path initiated by Guy Charlot and ensure that Silmo Paris maintains its position at the forefront of the major international optics and eyewear exhibitions."*