



SILMO
Paris

THE OPTICAL FAIR

#silmo50

SILMO Paris and its “Xtrashow”!

Behind this ExtraShow concept, SILMO Paris promises a celebratory exhibition in honour of its 50th anniversary, centred on a spirit of sharing and socialising: the organisers invite everyone involved in the 2017 edition to take part in the event.

For the past 50 years, the optics and eyewear industry has come together at the Mondial de l’Optique (World Optical Fair) to unveil designs, innovations, companies and brands, all demonstrating a commitment to improve and enhance vision. To mark this momentous occasion, the organisers — who are busy preparing a 4-day event-packed programme running from 6th – 9th October 2017 —, would like to invite all attendees to become players in this event.

Professionals born between 6th and 9th October or celebrating their 50th birthday this year are invited to blow out the candles during their visit to SILMO, in a unique commemoration of all the birthdays combined in an informal business environment.

Founded in 1967 in Oyonnax with just a handful of pioneers, today the Mondial de l’Optique plays host to a thousand exhibitors from across the industry. The fair has succeeded in maintaining its appeal by continuing to be the go-to platform for discoveries and new developments.

In homage to this ongoing dynamic, the exhibition is inviting brands and companies to showcase an iconic product, service or collection that has left its mark on the company’s history... with the winner receiving a "50th anniversary" special award.

And to round off the celebrations, the illustrious SILMO d’Or awards evening will take place on Saturday 7 October 2017.

Save the date – come and celebrate the founding of the world’s leading optical trade fair and enjoy every second of its 50th anniversary Xtrashow:

SILMO Paris, 6th – 9th October 2017 at the Paris Villepinte Exhibition Centre

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#XTRASHOW