

EYEZONE

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First Arab Optical Magazine
أول مجلة عربية متخصصة في البصريات

إيزون



هل لا تزال المعايير التي تتعلق
بالنظارة تحظى بنفس الأهمية في
عصر الانترنت؟

**Do Eyewear Standards Still Matter
in the Online Age?**

Why No One Should Be Left Behind

CARRERA
EYEWEAR SINCE 1957

SILMO Bangkok 2018 Makes Major Impact in the ASEAN



SILMO Bangkok 2018 proved to be the trade platform for ASEAN's optical industry with a record of 3,750 trade visitors from 42 countries



The first edition of SILMO Bangkok 2018 reflected its success as the gateway to ASEAN's optical industry. More than 3,750 national and international trade visitors from 42 countries gathered, to explore this new chapter in ASEAN's optical industry.

Mr. Loy Joon How, General Manager, IMPACT Exhibition Management Co., Ltd. ("IMPACT"), said, "The theme, 'Business Meets Fashion', was reflected through the showcases of the latest trends and eyewear collections from over 250 brands worldwide. SILMO Bangkok 2018 unveiled the SILMO Pop-Up Store, an area featuring dozens of brands and iconic eyewear collections, creating a brand new customer experience."

Loy added that top-notch companies showcased their latest instruments for examination, diagnosis, treatment, as well as, optometric instruments for refraction and eye-glass lens processing. While big names, such as HOYA and Zeiss, presented their expertise in lens manufacturing with new technologies.

Other business owners mentioned that targeting and reaching customers in Thailand and the region

were a challenge. Therefore, they found SILMO Bangkok as an efficient platform to meet customers from Thailand and the region, as well as, the answer to their overall business strategy.

The Thailand International Optometry Conference 2018, organized by the Association of Thai Optometrists attracted over 550 optometrists and opticians over the two-day accredited program. With contributions from more than twenty renowned speakers, they explored insights in line with the theme, "Vision, learning, living and entertaining". Visual development, visual screen technology toward better vision, the science behind lens designs to help patients live, and many other current topics were presented and discussed. In addition, knowledge that could be implemented into optical businesses including successful cases of online eyewear store and digital marketing solutions for optical shops and chain stores, were also shared. Mr. Loy concluded, "SILMO Bangkok aims to bridge the gap between suppliers and manufacturers of eyewear, lenses, optometric instruments, equipment and machinery, and business services by facilitating business and providing learning opportunities. We look forward to a more vibrant and comprehensive edition next year and we are very excited to be a facilitator in these companies' journey of establishing and expanding their presence in ASEAN's optical industry."

The second edition of SILMO Bangkok will be held on 19-21 June 2019, at IMPACT Exhibition and Convention Center.

For more information on the definitive exhibition, please visit www.silmobangkok.com.



SILMO Paris 2018, So Much More than a Fair

The new slogan of SILMO Paris confirms the size of an event that brings together professionals from all around the world and inspires a real degree of attachment to the SILMO brand. As an exhibition space and business platform, the World Optical Fair clearly states its position: to be a lead acquisition lever for exhibitors and a sounding board for the entire optics-eyewear industry.

The 2018 edition promises to return with renewed attractiveness, as evidenced by the 108 new companies registered (as of July 13, 2018), including the return of two iconic companies in the sector (Menicon and De Rigo) and some twenty startups. As SILMO Paris supports innovation and creation, it therefore stands out as an unmissable event for conquering markets. SILMO Paris 2018 is also enhancing its content marketing positioning, with the deployment of event tools and additional information media:

SILMO NEXT: A global space bringing together all the elements that contribute to give a prospective perspective of the market with:

- THE SELECTION, an exhibition of trending products presented as a scenic forum
- TRENDS BY SILMO, the digital magazine designed as a real trend book
- FUTUROLOGY, the new space that aims to present the products and processes of tomorrow to the optics industry and to create connections between historical and new players to help new markets to emerge.

Uberisation is now a phenomenon affecting all sectors of the economy. It is a necessity for each part of our business to ensure its 'indispensability' to the chain, to appropriate new tools and products and transform its profession.

Thanks to SILMO Next, SILMO Paris is again positioning itself as the standard bearer of the profession, highlighting new opportunities for all players. For this first year, the Futurology space promotes products and start-ups according to 4 major themes: sport, well-being and health, entertainment and additive manufacturing.

Garmin, McLaren, Matérialise, Everysight, 5th Dimension, LightVision, Microoled, Atol, Cinemizer and more have already confirmed their presence

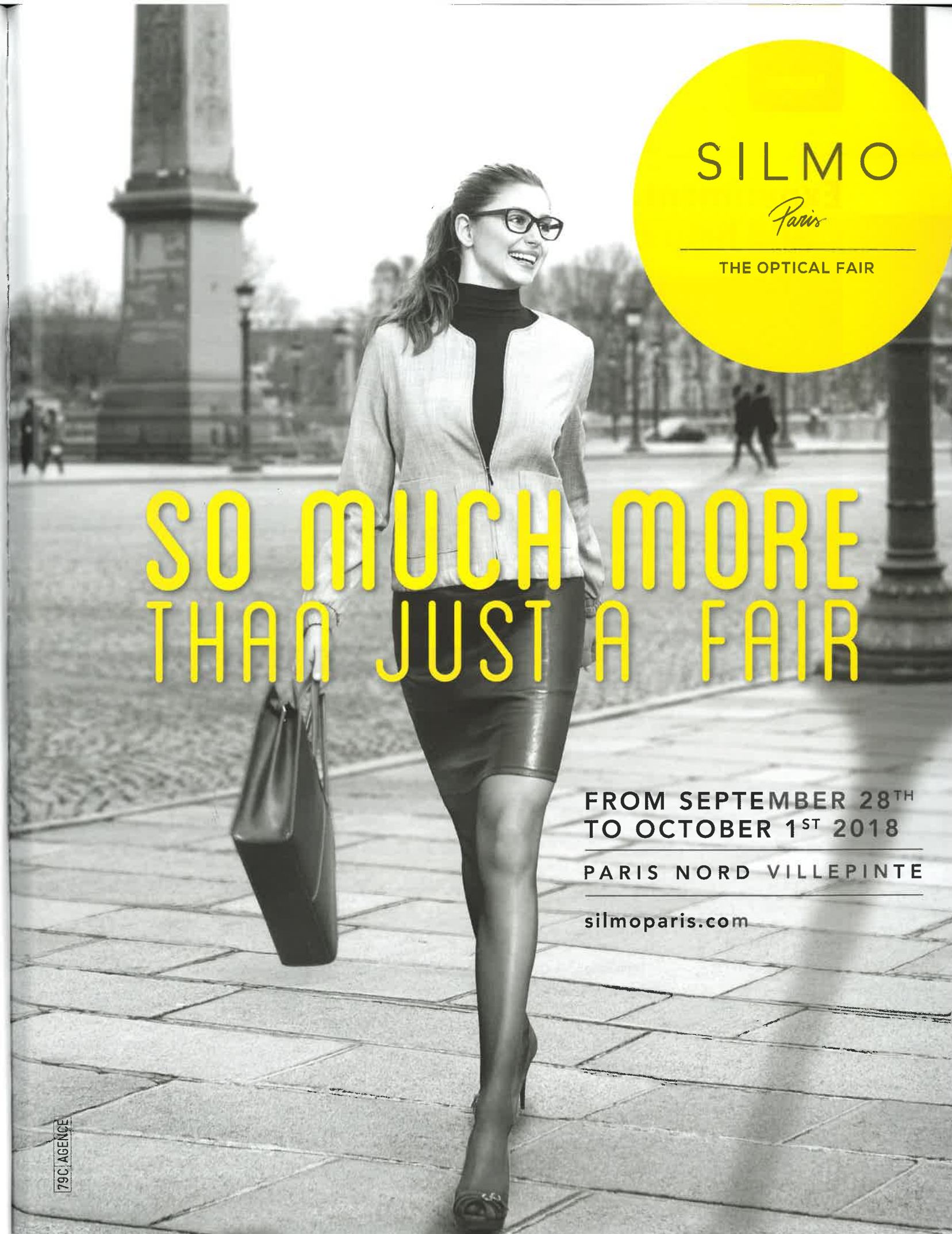


and will present their vision on these new potentials in lectures.

SILMO D'OR AWARDS: The Chair of the Panel is Belgian designer and interior designer Michel Penneman, who is internationally renowned for his hotel renovations.

SILMO ACADEMY: The 9th Scientific Symposium will focus on the theme of "Vision and Growth" (0 to 20 years of age) with a rich and focused programme on Sunday 30th September 2018 which will include a session on "Eye Maturation and Visual Function Development" and "Vision And Growth: What Dysfunctions?"

SILMO M@TCH: The application that links the right product with the right buyer, which was launched last year, is now even more efficient. As a real personal shopper through artificial intelligence (AI), it makes it possible to suggest products according to the tastes and the purchase criteria declared by the visitors at their pre-registration. As users make choices and selections, the system improves the accuracy of the products suggested by using AI. The matches may then lead to appointments with exhibitors. An enriched version 2 that can be used all year round for visitors will be available in late August. SILMO Paris 2018, THE EVENT, will be held from 28 September to 1st October 2018.



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