



SILMO

OPTICS &  
EYEWEAR  
PARTNER  
SINCE 1967

PRESENTS

# GENERATION SILMO

SILMO

*Paris*

THE OPTICAL FAIR

29 SEPTEMBER  
2 OCTOBER  
**2023**

Professionals from every country, of every age, and from every walk of life, who work every day to improve eyesight and the beauty of eyewear:

Professionals who get enthusiastically involved, who share strong values and convictions, and who bring another perspective to the optical world:

## YOU ARE THE SILMO GENERATION!

**The Silmo generation** knows that the future of the industry will be technoresponsible, a source of progress and meaning.

**The Silmo generation** knows that respect for the planet and for others is an essential prerequisite for its development.

**The Silmo generation** knows that Silmo Paris strives to inspire, acknowledge and showcase creativity and ingenuity.

**The Silmo generation** knows that this annual event is the meeting place for all its visionaries.

SILMO  
*Paris*  
THE OPTICAL FAIR

Join us in Paris from  
September 29<sup>th</sup> to October 2<sup>nd</sup>  
to conceive, construct, and expand  
tomorrow's optical world, together.

**A HISTORICAL SOURCE  
OF INSPIRATION  
AND PROGRESS,**

SILMO HAS BEEN AT THE HEART  
OF THE OPTICAL AND EYEWEAR WORLD  
FOR OVER 50 YEARS.

**COMMITTED  
AND RESPONSIBLE,  
BOLD AND INNOVATIVE,**

SILMO

OPTICS &  
EYEWEAR  
PARTNER  
SINCE 1967

**A TRUE BENCHMARK  
WITH AN INTERNATIONAL  
AURA,**

**SILMO INVITES PROFESSIONALS THROUGHOUT  
THE YEAR TO EXPLORE THE FUTURE OF THE  
SECTOR BY ROLLING OUT A BROAD, CREATIVE  
AND AGILE OFFER:**

- HIGH VALUE-ADDED CONTENT TO SUPPORT ALL PROFESSIONALS IN DEVELOPING THEIR BUSINESS.
- PROFESSIONAL EVENTS, ON A LOCAL AND INTERNATIONAL SCALE: FRIENDLY OPPORTUNITIES, CREATING SYNERGIES AND GENERATING BUSINESS.

SILMO IS **A GALAXY IN PERPETUAL MOTION.**

A SPHERE WHERE MEETINGS PROMOTE AND MAKE ACCESSIBLE

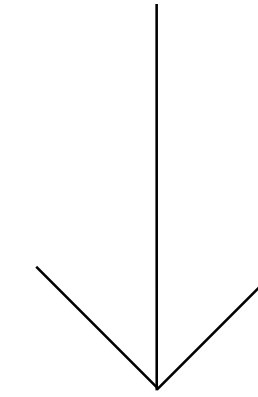
THE TECHNOLOGIES, TRENDS AND EXPERTISE OF THE MOMENT. THE OBJECTIVE:

TO BRING ABOUT PROJECTS, COLLABORATIONS, IDEAS AND BUSINESS.

THANKS TO ITS PROVEN KNOW-HOW, SILMO IS THE PARTNER OF A SECTOR IN THAT  
IS RADICALLY CHANGING.

**SILMO** PARIS

**OUR AMBITION,**  
WELL-ESTABLISHED, NOW MORE THAN EVER,  
IN THESE TIMES OF CONSIDERABLE CHANGES,  
**IS CLEAR**



**KNOW-HOW**  
AND IMPARTING  
KNOWLEDGE

**INFORMATION,**  
**TRENDS**  
AND **PROJECTIONS**

**INNOVATION**  
AT ITS BEST

DOING  
EVERYTHING  
POSSIBLE TO ENSURE  
**MEETINGS**  
**AND BUSINESS**

**ORIENTING**  
AND **TRAINING**  
**PROFESSIONALS**

# A CONTINUOUSLY GROWING SECTOR

The global  
**eyewear market**  
is valued at

**109,9**  
billion\*

and is expected  
**to grow** at an annual  
rate of

**6,41%**



Turnover generated  
by the French optical  
industry:

**7,5**  
billion\*\*

## France :

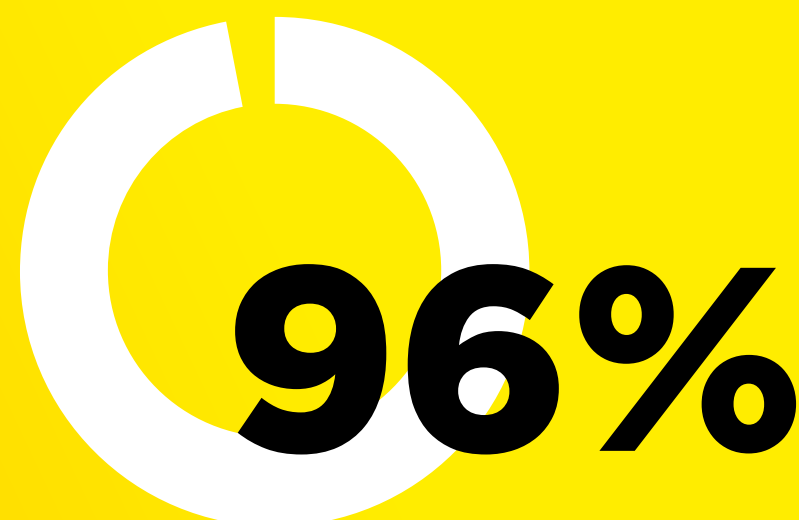
1st European market  
and 2nd worldwide  
+20% in 10 years

# SILMO PARIS 2022 IN FIGURES

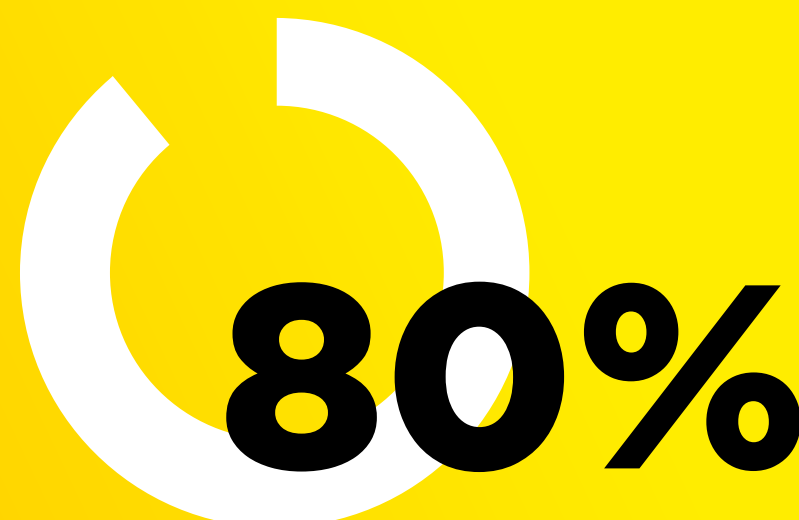
**SILMO Paris 2022** was the edition of the **complete recovery** and as shown by the spectacular figures regarding international visitors and **the increased participation of French opticians, SILMO Paris** returns to its pre-crisis level. This highlights the importance of **SILMO for business, communication, information and trends.**



of exhibitors are **satisfied**



**wish to exhibit** in 2023



consider the event **indispensable** to the sector

70000sqm  
of exhibition  
**space**

1 500  
**brands**  
represented

27000  
**visitors**

FROM **130**  
**COUNTRIES**

# SILMO PARIS - SO MUCH MORE THAN JUST A FAIR

**SILMO Paris,** also supports the optics and eyewear industry in the discovery of the latest trends, promoting excellence and **revealing** innovation, promoting continuing education and research and maximising meetings between the players in the profession.

## SILMO NEXT

The beating heart of the show, **SILMO next is the space of choice for looking into the future**, the one that projects the industry of tomorrow. Designed as a think tank, SILMO next helps exhibitors and visitors anticipate change and propels the community into the future of the optical and eyewear sector.

**70% OF BUYERS COME TO DISCOVER THE INNOVATIONS PRESENTED EXCLUSIVELY AT THE SHOW.**

## THE SILMO D'OR AWARDS

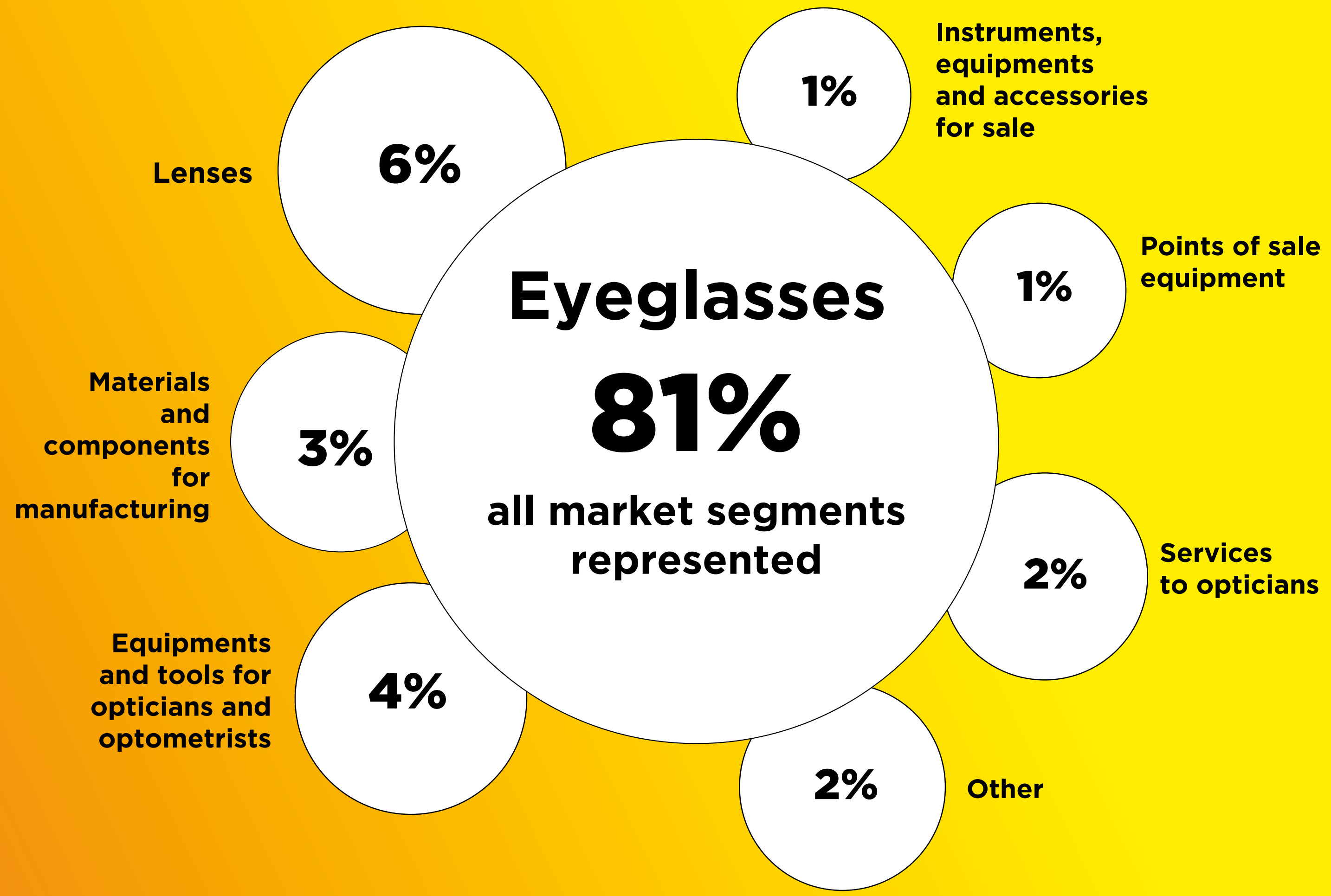
Every year, **the SILMO d'OR awards celebrate the talent and creativity of an entire industry.** Shapes, designs, colours, materials or know-how, the best of creation and innovation is promoted through ever increasing diversity and comprehensiveness. This creativity is celebrated each year during a special SILMO d'OR gala evening.

## SILMO ACADEMY

**A place of progress and discussion**, a high-level meeting for the optics and eyewear industry. This space for the exchange of know-how and training offers professionals the **information and experience that are essential** today to understand the challenges and changes in the sector.



# OFFER



In 2023, SILMO Paris will develop and increase its offer on **3 SECTORS IN FULL EXPANSION**



## SMART GLASSES

Smart glasses, connected glasses, retail of tomorrow...  
In this space, you offer all the latest innovations in eyewear.

## MACHINES

Exhibit your smart, connected and futuristic machines to attract the optical world of tomorrow.

## MATERIALS FOR THE MANUFACTURE OF LENSES AND EYEGLASSES:

Unveil the best in lens and eyewear materials and meet a growing demand from buyers for quality and visual comfort.



# WHO ARE YOUR FUTURE BUYERS ?

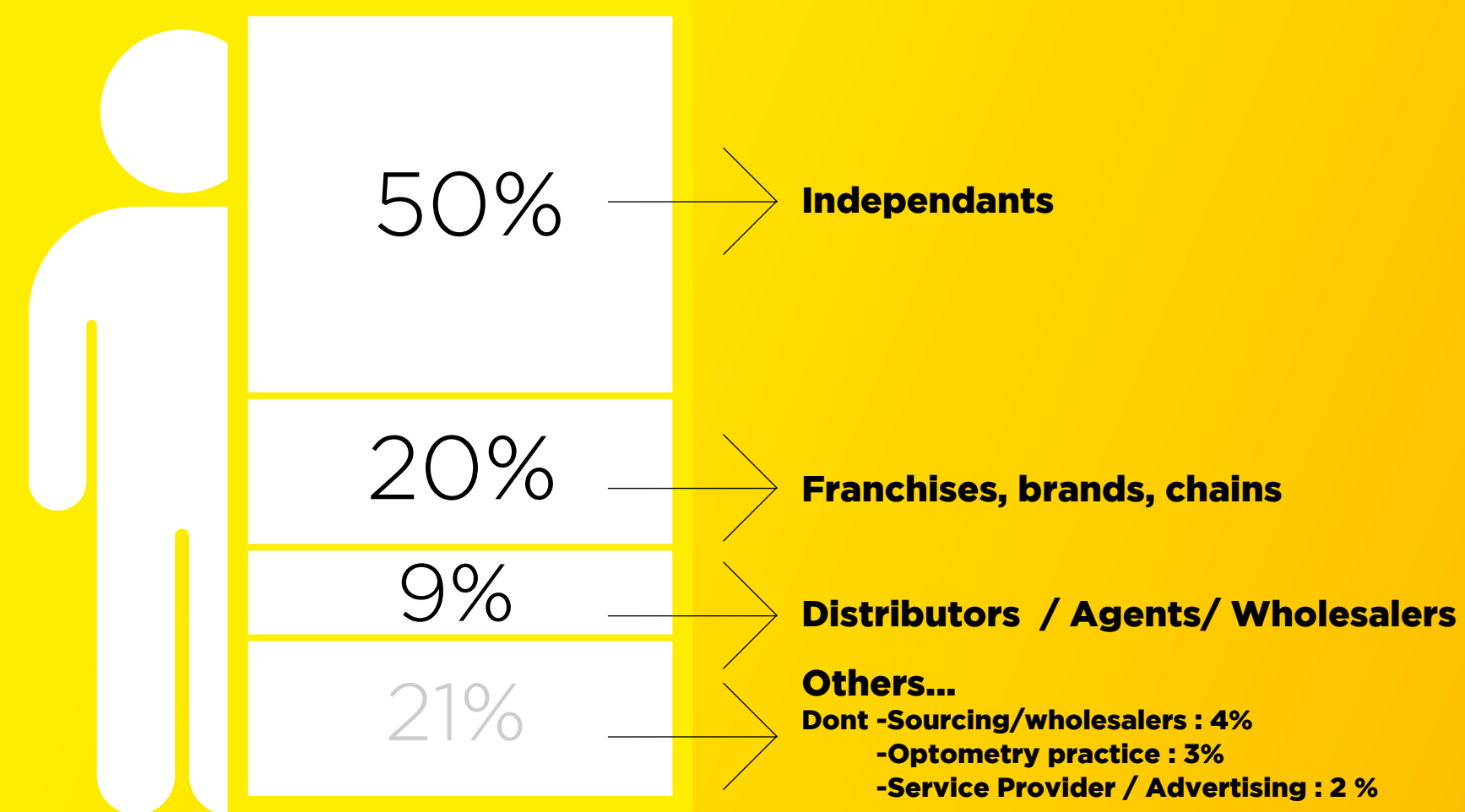
## THE STRENGTH OF SILMO PARIS

lies in its ability to bring together independent opticians, distributors and wholesalers from around the world.

**86%** play a decision-making role in purchases and come with the intention to buy.

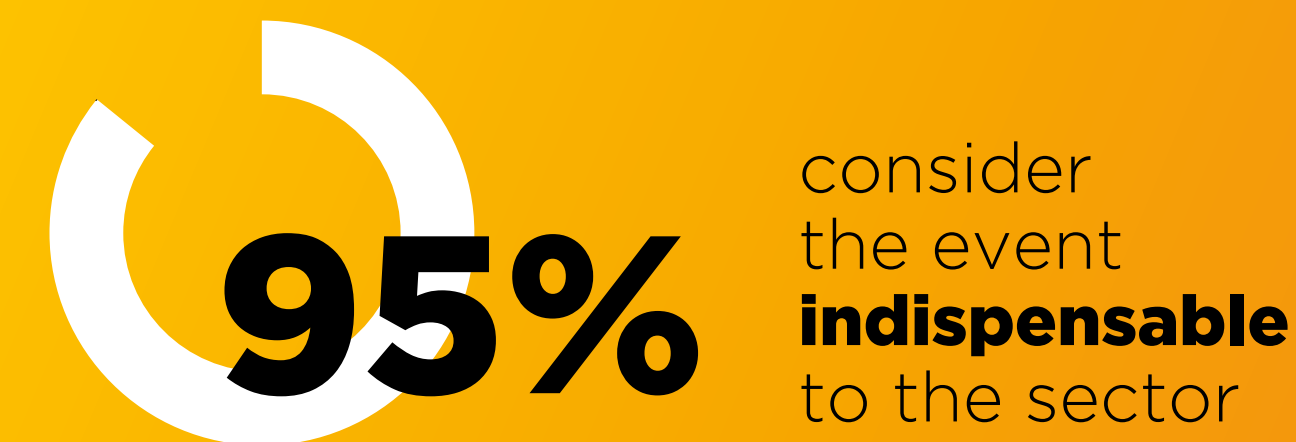
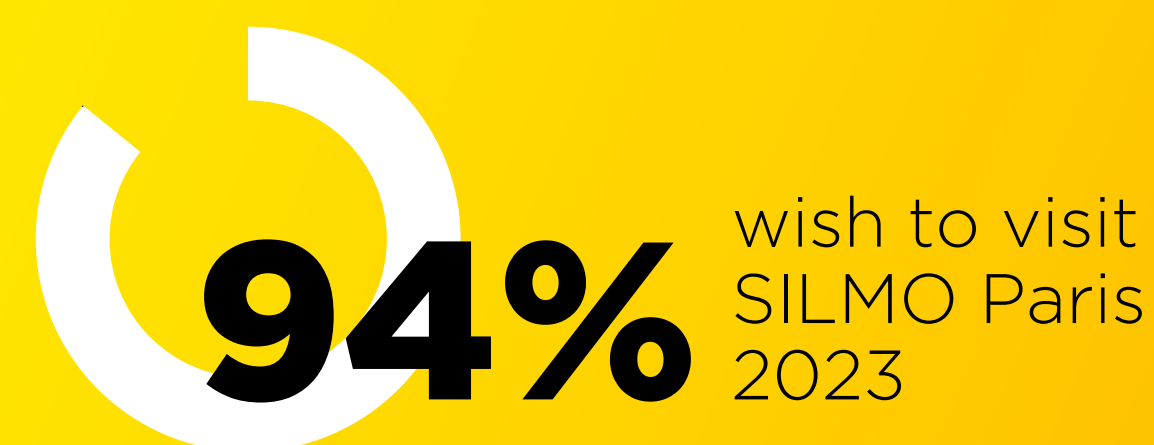
**80%** confirm a purchase intention at Silmo Paris.

## TYPE OF BUYERS



## TOP 10 INTERNATIONAL VISITOR COUNTRIES 2022

1. ITALY
2. BELGIUM
3. GERMANY
4. THE NETHERLANDS
5. THE UNITED KINGDOM
6. SPAIN
7. THE UNITED STATES
8. SWITZERLAND
9. TUNISIA
10. MOROCCO

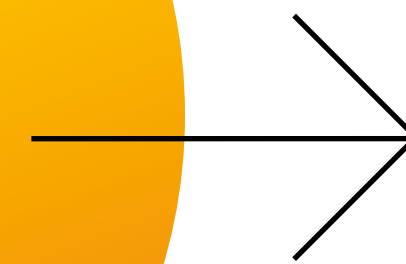
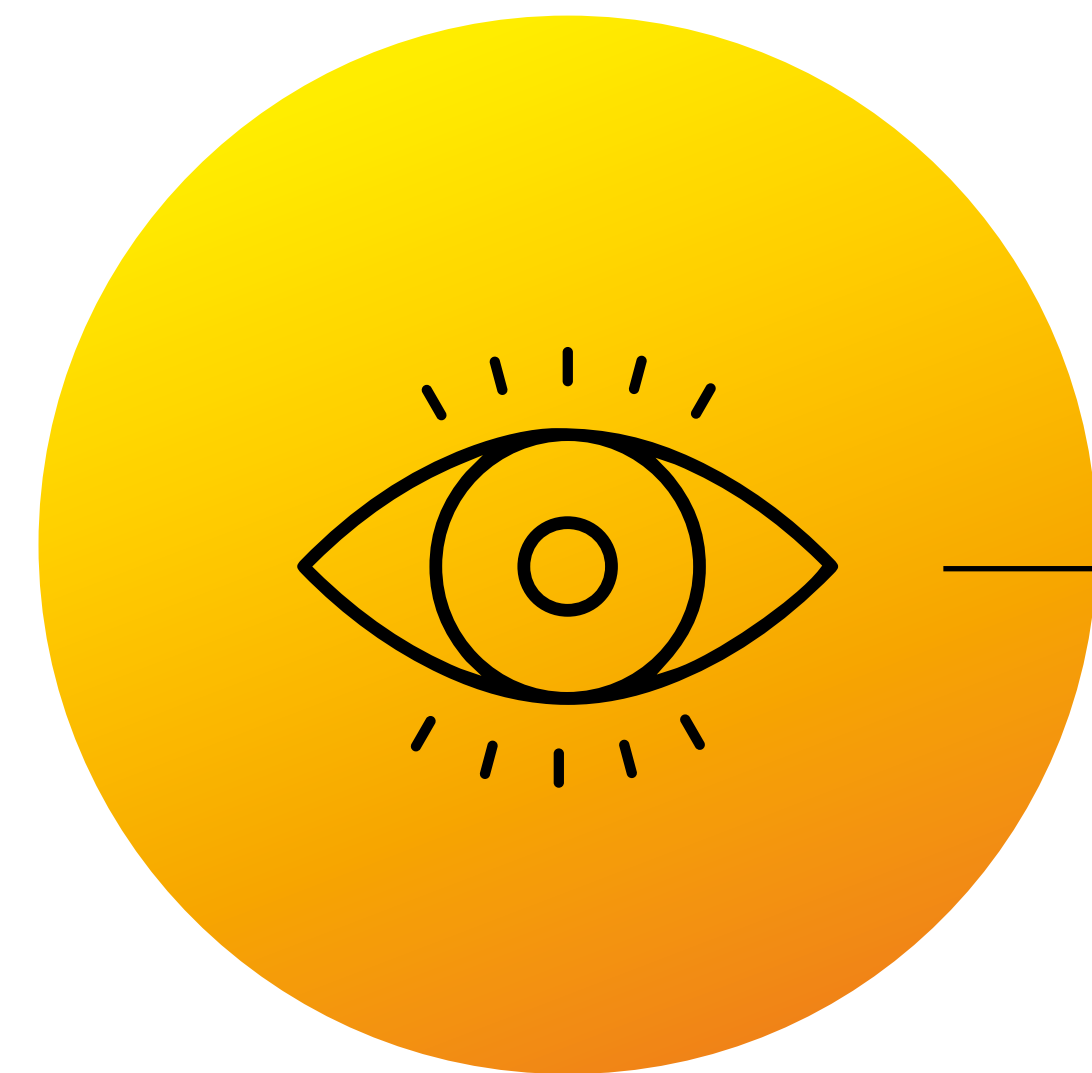
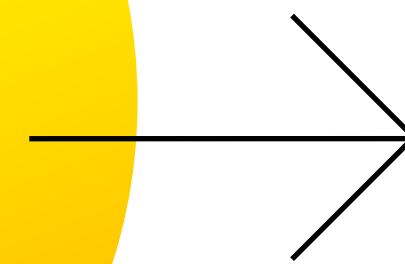
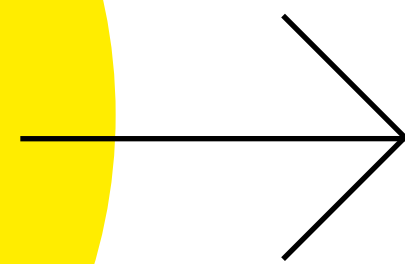


# WHY I GO TO SILMO



# CHECK LIST FOR A **SUCCESSFUL EXHIBITION**

**Anticipate, enhance and make the most of your participation thanks to the visibility and business opportunities offered by SILMO Paris**

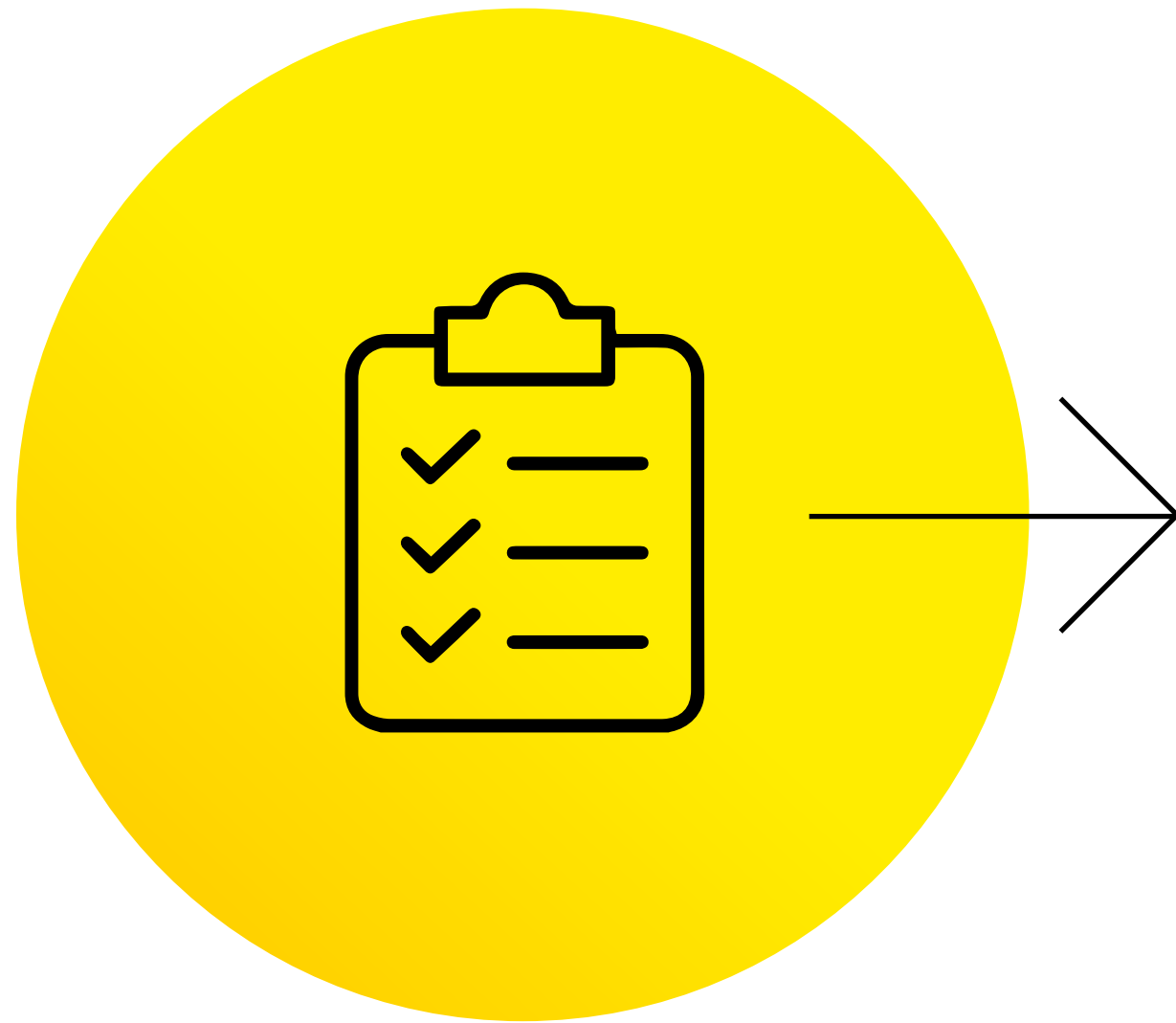


**1** **PREPARE**  
TO TAKE PART

**2** **INVITE**  
YOUR CUSTOMERS  
AND COMMUNICATE  
ABOUT YOUR PRESENCE

**3** **BE**  
**MORE VISIBLE**

## CHECK LIST FOR A **SUCCESSFUL EXHIBITION**



✓ **CATALOGUE PAGE**  
Enter your products and brands in your catalogue page

✓ **PLACE YOUR TECHNICAL ORDERS**  
[Here](#) on the platform

✓ **BUILD UP A DATABASE OF VISITORS**  
(thanks to the Licence scan), order a badge reader\*\*\*

✓ **TAKE PART IN THE SILMO D'OR**  
Visit your exhibitor's area and try to win a trophy!

✓ **PARTICIPATE IN THE TREND FORUM**  
Send in your best frames!

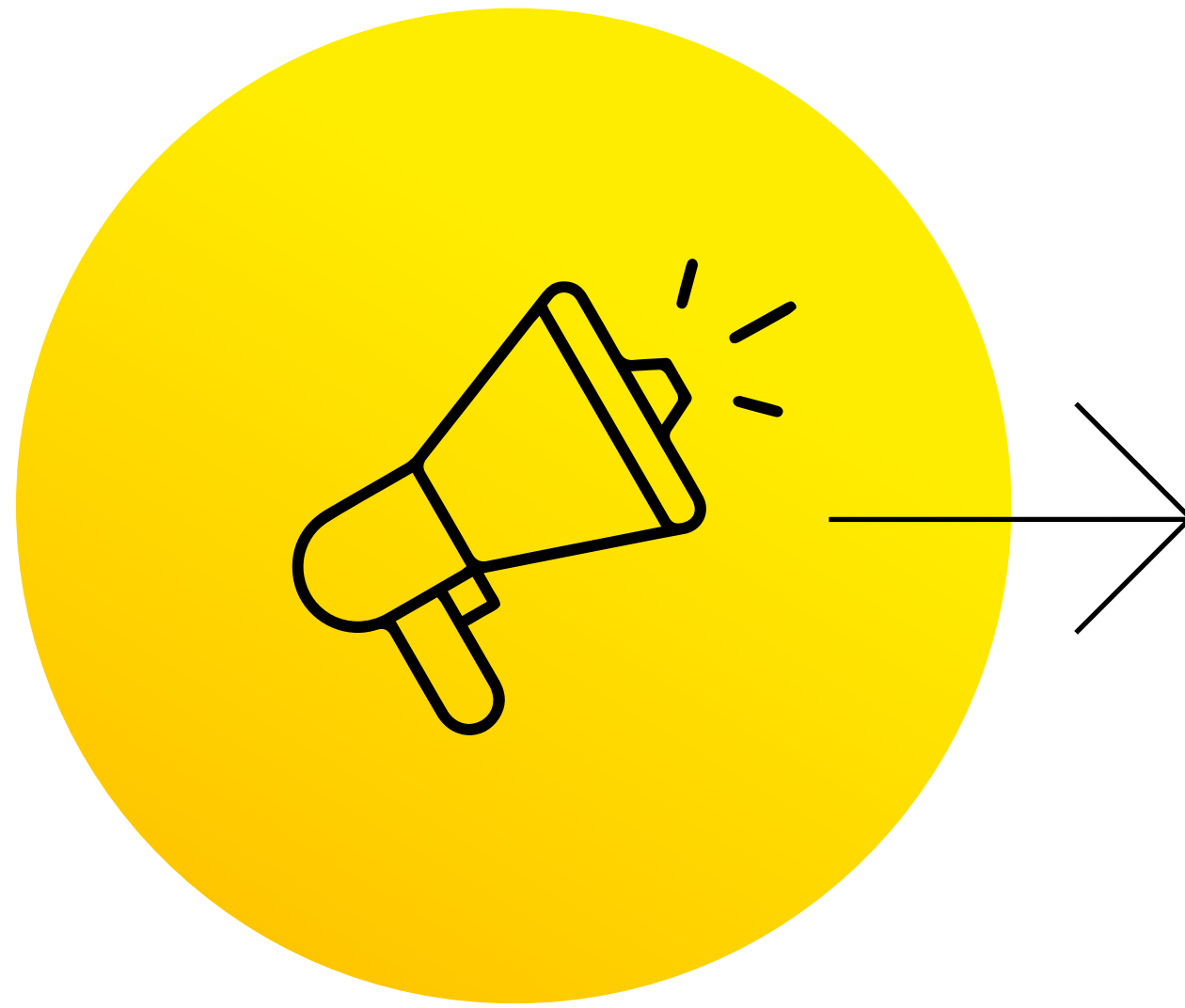
✓ **EVENING RECEPTION**  
What's new? An event? Or just the desire to get together: organise a party on your stand \*\*\*

\*\*\*Order and prices on your exhibitor area

# 1 **PREPARE** TO TAKE PART



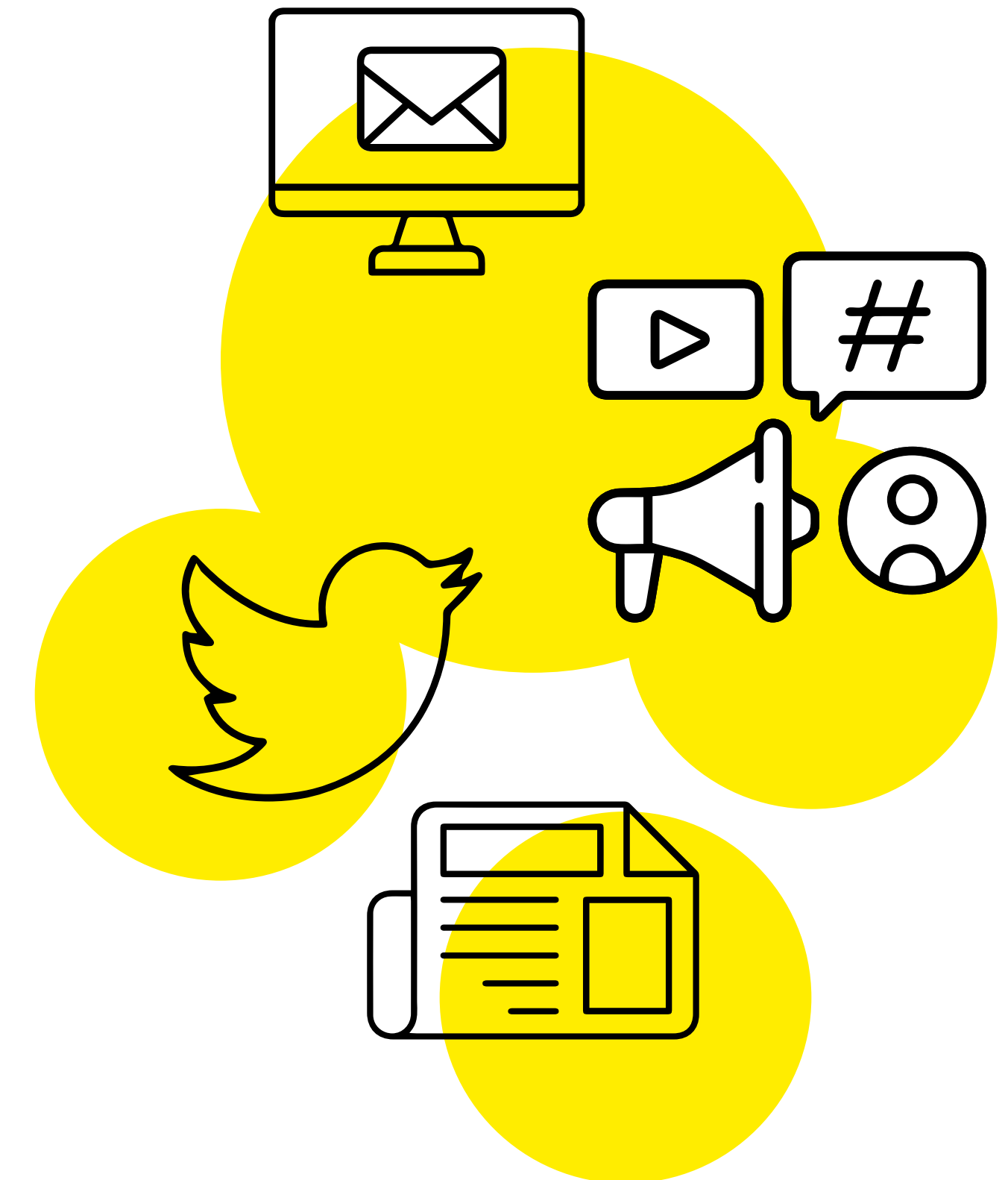
NB: 10 days before the show: check that all your technical orders are placed on the platform. Afterwards, orders will still be possible but only on site and at an increased price.

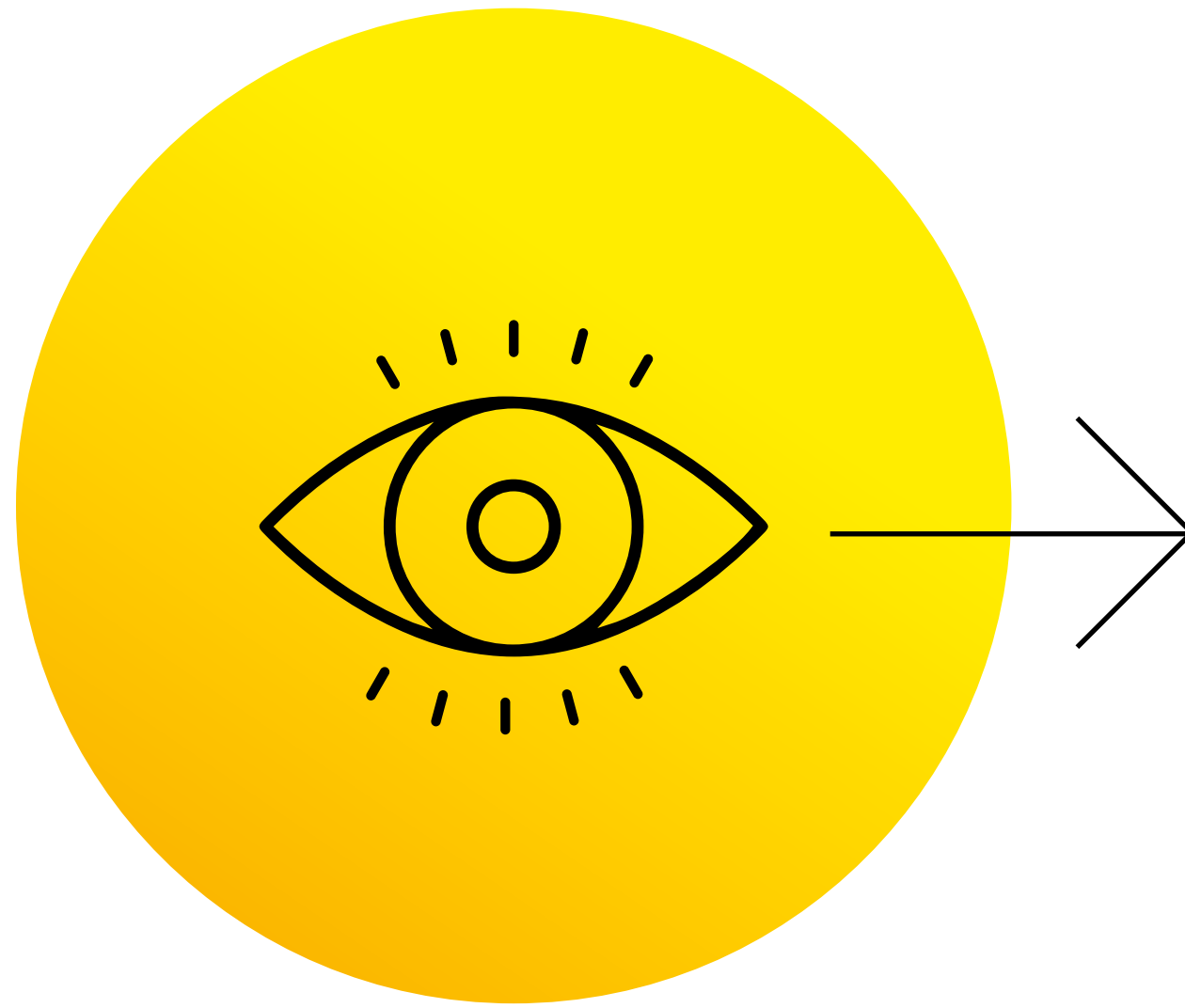


## 2 **INVITE** YOUR CUSTOMERS AND COMMUNICATE ABOUT YOUR PRESENCE

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- ✓ **E-INVITATION**  
Invite your customers by email to come and meet you on your stand
- ✓ **MEDIA KIT**  
Download your kit and share your presence at Silmo on all networks
- ✓ **TWEET, YOU WILL BE RELAYED**  
Benefit from the reputation of #SILMOPARIS
- ✓ **PRESS RELEASE**  
Send your news and information to our press office

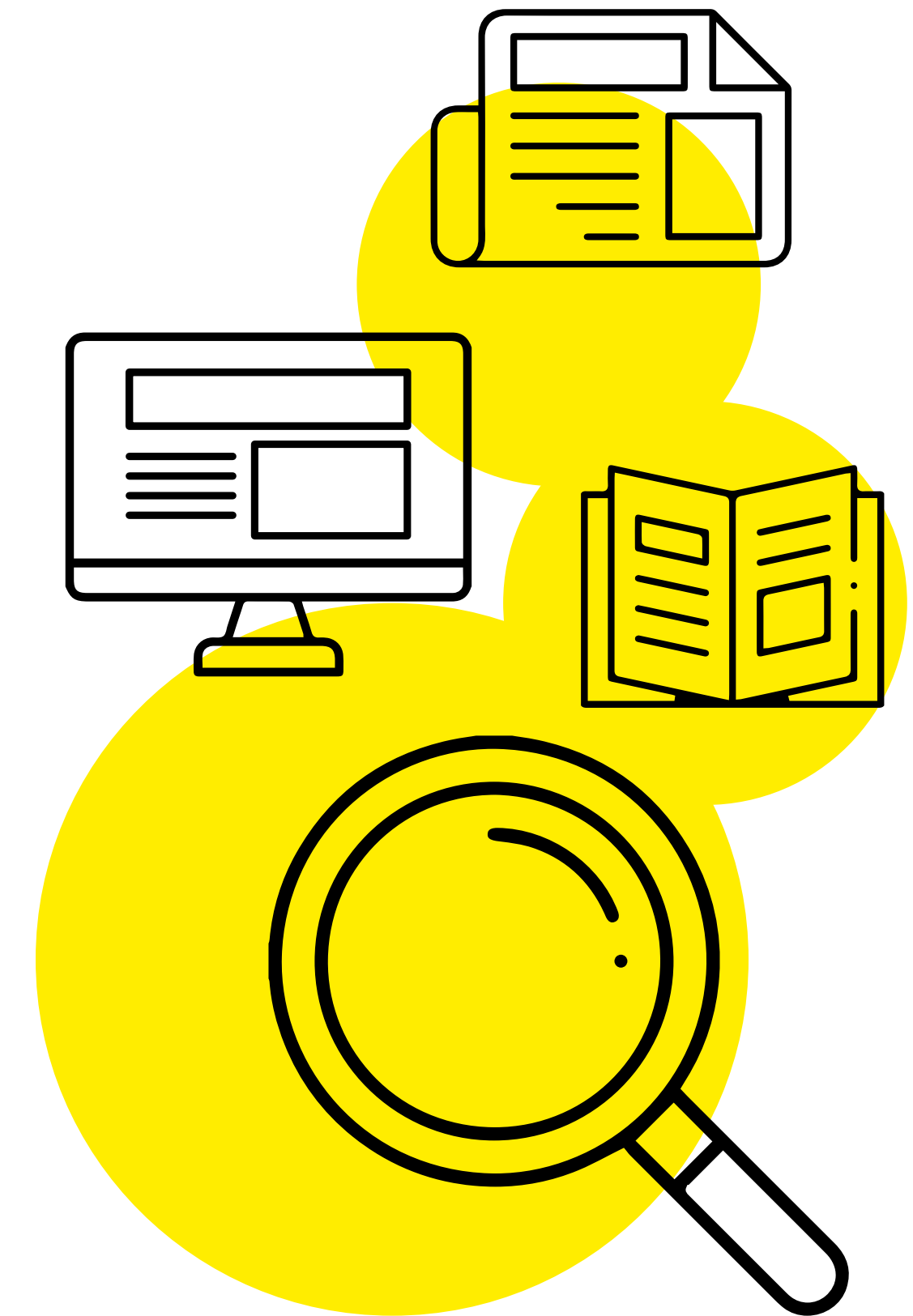




### 3 BE MORE VISIBLE

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- ✓ **YOUR BRAND LOGO**  
displayed on the exhibitors' catalogue \*\*\*
- ✓ **TRENDS BY SILMO**  
Your advertising page on the SILMO  
Fashion & Trends Emag
- ✓ **VISITOR GUIDE**  
Your advertisement in the guide  
distributed to all visitors \*\*\*
- ✓ **KAKEMONO**  
Display yourself high up  
and be visible to all visitors \*\*\*
- ✓ **DISTRIBUTE  
YOUR SAMPLES**  
at the entrances to the halls \*\*\*
- ✓ **ADVERTISING INSERT  
ON SILMOPARIS.COM**  
Be visible on the most visited pages \*\*\*



\*\*\*Order and prices [HERE](#) and also on your exhibitor space

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*Paris*

THE OPTICAL FAIR

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