



Press Release

For immediate release

Strong industry support for SILMO Bangkok 2019, ASEAN's business platform for the optical and eyewear industry

Bangkok, Thailand, 14 January 2019 – SILMO Bangkok is returning for the second edition in 2019, to bring a more comprehensive platform to the optical and eyewear industry. The first edition in 2018, SILMO Bangkok welcomed 3,750 local and international trade visitors from 42 countries. SILMO Bangkok has proven to be the trade platform for the optical community in the ASEAN region.

Mr. Loy Joon How, General Manager, IMPACT Exhibition Management Co., Ltd., said “We aim to organize SILMO Bangkok as an annual event in response to the rapid change in fashion trends. This is an opportunity where optical and eyewear industry movers and shakers can explore the latest eyewear collections from various brands; get updated on industry trends; as well as seek new business partnerships. SILMO Bangkok 2019, with the theme, ‘Business Meets Fashion’, will be showcasing over 250 eyewear brands; optical lenses; optometric instruments; equipment and machinery; optical equipment; as well as product and services to operate optical shops and chain stores.”

SILMO Bangkok 2019 will be bringing together more than 4,000 industry players from Thailand, ASEAN+6 and beyond, via a whole host of exciting activities, including:

- **SILMO Fashion Show** – featuring the latest eyewear collections from global companies and brands;
- **The Village** - A showcase of boutique designs by designers from around the world;
- **SILMO Academy** - A knowledge platform where experts from the optical industry will share their expertise;
- **SILMO Arena** - Learning hub of marketing and sales strategy tailored for optical retailers. Highlights include brand management in the digital era, integrated marketing strategies, visual merchandising; and
- **SILMO Cruise Night** - The premier networking event of the year, where exhibitors have the opportunity to connect with key dealers and distributors across the region.

SILMO Bangkok 2019 takes place from 5 to 7 June 2019, at IMPACT Exhibition Center, Bangkok, Thailand. For more information, please visit www.silmobangkok.com

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SILMO

BANGKOK

ASEAN OPTICAL FAIR



Business Meets Fashion

5 | 6 | 7 JUNE 2019

IMPACT Exhibition Center, Hall 7, Bangkok, Thailand

ABOUT THE ORGANIZER:

SILMO International

Founded in 1967, the Silmo Association, which brings together French optics and eyewear manufacturers, is the owner of the Silmo Paris exhibition. His long lasting partner COMEXPOSIUM, one of the European leaders in events organisation, is involved in 114 events for the general public and professionals, covering 18 sectors of the economy. COMEXPOSIUM organizes five of the ten biggest events held in France.

www.comexposium.com



IMPACT Exhibition Management Co., Ltd.

IMPACT Exhibition Management Co., Ltd. ("IMPACT") is the leading exhibition organizer in Thailand. Offering a full range of services for domestic and international exhibitions, conferences, meetings and special events, IMPACT has earned a well-deserved reputation as a highly professional and reliable show manager/organizer amongst the public and private sectors. Through face-to-face and digital channels, and working hand-in-hand with international trade associations, organizers and corporations across a broad spectrum of industries, IMPACT creates environments to help you build a network of professional contacts in the course of one event.

www.impact.co.th