

THE 28th CHINA INTERNATIONAL OPTICS FAIR

第二十八届中国国际眼镜业展览会

9-11 / 9 / 2015

China International Exhibition Centre, Beijing 北京中国国际展览中心

Organizer 主办单位 : China Optometric & Optical Association 中国眼镜协会
China Light Industrial Corporation for Foreign Economic & Technical Co-operation
中国轻工业对外经济技术合作公司

Co-organizer 协办单位 : Orient International Exhibition Co., Ltd. 东方国际展览有限公司

CIOF 2015 Show Report

Mega international optical event pinpointed unprecedented success

CIOF 2015, the 28th China International Optics Fair, continued the legend in making breakthroughs and presenting the latest worldwide and Chinese cutting-edge products and technology in front of buyers from all over the world, was held on September 9 - 11, 2015 at the China international Exhibition Centre, Beijing.

CIOF 2015 is endorsed by:

- The Ministry of Commerce of China as one of their 108 recognized distinguished exhibitions, which are reviewed on an annual basis and receive ample support and attention from the Chinese Government.
- China National Light Industry Council as one of the best 10 exhibitions in China.
- Beijing Municipal Commission of Commerce.

Brand promotion and the advocacy of high technologies deployment were the themes of CIOF 2015. The show was proudly accompanied by 801 exhibitors in total including 248 international exhibitors and 553 Chinese exhibitors, with 261 global brands and 1108 Chinese brands respectively from 22 countries and regions on display. In the mega gross exhibition area of 55,000 square metres, there were **Procurement Zones at China International Exhibition Centre' s Administration Building (Seminar Rooms) and the adjacent Radisson Blu Hotel Beijing** for buyers to place purchasing orders onsite. As mentioned, 553 Chinese exhibitors were present, including participation groups from various eyewear production bases of the country including Shenzhen, Henggang and Yuhuan displaying reputed Chinese brands. In other words, buyers and the media could enjoy the convenience of visiting all Chinese and international exhibitors at one go, viewing all the famous brand names simultaneously.



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To elaborate, CIOF 2015 displayed and demonstrated the latest optical products, ranging from spectacle frames, sunglasses, lenses to contact lenses, from visual test equipment, machinery and raw materials for making spectacle frames and lenses to instruments for optometry and ophthalmology, even extending our specialties to the realm of low vision test equipment and optical software.

Shown below depicted a glimpse of our renowned international brands at CIOF 2015:

18K Gold Supreme	3M	3.1 PHILLIP LIM	Andy Wolf	Aigner
AM Eyewear	Bape	Belmore	BMW	Boston Club
Briot	Canon	Carrera	Celine Dion	Charmant
Charops	Chrome Hearts	Contamac	Davidoff	DIA
Dunhill	ED Hardy	Escada	Essilor	Flair
Fleye	Frank Custom	Fred	Grand Seiko	Grilamid TR90
Guy Laroche	Hellasdan K GOLD	Horien	Hoya	Hummer
Huvitz	Indo	iSVE	Italia Independent	Jaguar
Jill Stuart	Joop!	Julio Eyewear	Kalla	Kenzo
Kilsgaard	Lafont	Leonardo D.	Levi's	Linda Farrow Gallery
Lindberg	Lotho	Lunor	Mark Fairwhale	Markus-T



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Matthew Williamson	Menrad	Monoqool	Moscot	Must By Grafix
Mykita	Neitz	New Balance	Nidek	Norville Autoflow
Optisafe®	Optotech	P+us	Paris Hilton	Polaroid
Polycore	Porsche Design	Ports	Potec	Pull Up Case
Reichert	Richdome	Righton	Rilsan Clear	Rudy Project
S.T. Dupont	Sama Eyewear	Satisloh	Schneider	Schwerelos
Shin-Nippon	Shiseido	Sospiri	Staffan Preutz Design	Stepper
Tag Heuer	Takagi	Tissot	Tomey	Topcon
Unicos	Visionix	Vogue	Weco	Woehlk
Yohji Yamamoto	Yueheng Optical	Zeiss		

Kindly note the lines of business of some of our guru exhibitors:

Brand name	Country	Major line of business
3.1 Philip Lim	USA	Sunglasses
Aigner	Germany	Optical Frames & Sunglasses
Andy Wolf Eyewear	Austria	Optical Frames & Sunglasses
Belmore	Korea	Contact lenses
Canon, Nidek, Topcon	Japan	Visual test equipment
Charmant	Japan	Optical Frames & Sunglasses



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Davidoff	Switzerland	Optical Frames & Sunglasses
Dunhill	USA	Optical frames
ED Hardy	USA	Sunglasses
Eschenbach	Germany	Optical Frames & Sunglasses
Flair	Germany	Optical frames
Fleye	Denmark	Sunglasses
Fred	France	Optical Frames & Sunglasses
Grand Seiko	Japan	Ophthalmic instruments and lens edgers
Huvitz, Potec	Korea	Visual test equipment
Indo	Spain	Visual test equipment
Italia Independent	Italy	Optical frames and sunglasses
Jaguar	UK	Optical Frames & Sunglasses
Lafont	France	Optical frames and sunglasses
Leonardo D.	Germany	Optical Frames
LEVI'S	USA	Optical frames and sunglasses
Linda Farrow Gallery	UK	Sunglasses
Lindberg	Denmark	Optical frames and sunglasses
Lunor	Germany	Optical frames and sunglasses
Luxottica	Italy	Optical frames and sunglasses
Matthew Williamson	UK	Sunglasses
Menrad	Germany	Optical frames and sunglasses
Moscot	France	Optical frames
Mykita	Germany	Optical frames
Norville Autoflow	UK	Lens surfacing machinery
Paris Hilton	USA	Sunglasses
Polaroid	USA	Sunglasses
Polycore	Singapore	Contact lenses
Porsche Design	Germany	Optical Frames & Sunglasses
Ports	Canada	Optical frames and sunglasses
S.T. Dupont	France	Optical frames and sunglasses
Safilo	Italy	Sunglasses



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Satisloh	Germany	Coating machines and edgers
Schneider	Germany	Coating machines and edgers
Staffan Preutz Design	Sweden	Optical Frames & Sunglasses
Stepper	Germany	Optical frames and sunglasses
Tag Heuer	France	Optical frames and sunglasses
Vogue	Italy	Sunglasses
Weco	Germany	Visual test equipment
Woehlk	Germany	Contact Lens
Zeiss	Germany	Contact Lens

In relation to overseas group participation at CIOF 2015, we continue to welcome the Korean Optical Industry Agency who showcased truly awesome Korean frames, contact lenses, lenses and tip top equipment. with over 200 square metre exhibition area for her member companies. The Hong Kong Optical Manufacturers Association, supported by the Hong Kong Productivity Council, was organizing 500 square metres area for leading spectacle frames, lens, and sunglasses brands of their members.

With utmost excitement CIOF 2015 also warmly welcomed the participation of Luxottica this September as a seasoned CIOF exhibitor by expanding 43 percent more exhibition area than last year. Safilo, another forerunner in the top-tier eyewear market, the second largest eyewear manufacturer, was also among our distinguished veterans this year. Just to name a few selected designer brand participants, such as: Boston Club, Chrome Heart, Fleye, Italian Independent, Lafont, Lindberg, Lunor, Markus-T, Monoqool, Moscot, Mykita, Plus, Staffan Preutz Design, Yohji Yamamoto & etc; Contact lens brands such as Interojo, Woehlk, Zeiss & etc; and machinery and equipment brands like Canon, Nidek, Norville Autoflow, Optotech, Satisloh, Schneider, Topcon & etc are also among our huge varieties this year.

Industry associations have long been showing great interest in leading a country delegation at the fair in the past, and this year we continue to welcome the Korean Optical



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Industry Agency who was present with over 200 square metre exhibition area for her member companies. The Hong Kong Optical Manufacturers Association, supported by the Hong Kong Productivity Council, is organizing 500 square metres area for leading spectacle frames, lens, and sunglasses brands of their members.

Besides, as usual, CIOF 2015 enjoyed the collaboration with all the acclaimed Chinese and international optical publications, optical associations and optical show organizing counterparts to maximize coverage and long-term exchanges. They included China Glasses Science-Technology (China), DIOPS (Korea), Eyezone (Kuwait), Fneye Focus (Korea), Four Plus Media (UAE), Gankyo (Japan), Hong Kong Optical Manufacturers Association (Hong Kong), Hong Kong Trade Development Council (Hong Kong), Indian Optician (India), Korea Optical Industry Support Center (Korea), Korea Optometric Association (Korea), MAFO (Germany), MIDO (Italy), OKU (Ukraine), Optical Business (Korea), Optical World (UK), Optikey (Italy), SILMO (France), VEKO (Russia) and Vision Expo (USA).

This year, first-time reputed international exhibitors in CIOF 2015 included:

Brand name	Country	Major line of business
BAPE	Japan	Optical frames
iSVE	Germany	Optical frames
LEONARDO D.	Germany	Optical frames
LINDA FARROW GALLERY	UK	Sunglasses
MATTHEW WILLIAMSON	UK	Sunglasses
3.1 PHILIP LIM	USA	Sunglasses
WOEHLK	Germany	Contact Lens

They raced to tap the massive and lucrative Chinese market.



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Lastly, in relation to seminars, the following will surely impress all exhibitors and buyers :

Time : 10:00 - 11:30 , 9-Sept-2015

Organization : China Optometric & Optical Association (COOA)

Topic : The current international impact on the optical industry

Speaker : Ms. Ren Xing-Zhou, Director of Institute of Market Economy Research,
Development Research Center of the State Council, Central Government of
the People's Republic of China

Time : 13:00 - 15:30 , 9-Sept-2015

Organization : Topcon Beijing

Speech by Mr. Cui Yi, Chairman, China Optometric and Optical Association -

Topic : Guest of Honor

Welcome Speech by Mr. Zou Xi-Guang, CEO, SIGM Group

Topic : Research for development of western optometric center industry

Speaker : Mr. Wang Jian-Tao

Topic : Explore of China optometry development

Speaker : Mr. Qi Bei

Topic : International trend of optical shops upgrade and development

Speaker : Dr. Tan Kah-Ooi

Topic : Topcon equipment's application in optical centers

Speaker : Ms. Hu Jia-Zi

Time : 15:30 - 18:30, 9-Sept-2015

Organization : Shanghai Midun Optical Eyeglasses Co., Ltd.

Topic : How to optimize showcase in a retail shop scientifically

Speaker : Mr. Wang Xiang-Fei

Time : 15:30 - 17:15, 9-Sept-2015

Organization : China Optometric & Optical Association (COOA).

Topic : China vocational education for optometrist symposium cum



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Time : 17:30 - 18:30, 9-Sept-2015
Organization : China Optometric & Optical Association (COOA).
Topic : The second committee conference of
China Optometric & Optical Association's Committee of Optometry

Time : 09:30 - 11:30, 10-Sept-2015
Organization : China Optometric & Optical Association (COOA).
Topic : Presidents' Forum for Local Optometric & Optical Association (Chamber)

Time : 13:00 - 17:00 , 10-Sept-2015
Organization : Hong Kong Optical Manufacturers Association
Topic : 1) CE & REACH certification for eyewear and consideration for wearer's safety
Speaker : Mr. Tong Wai
Topic : 2) Eyecare, visual test and how to select a suitable eyewear frame for customers
Speaker : Mr. Lo Dik-Fu

Procurement-wise, CIOF 2015 saw a strong league of international buyers from 66 countries and regions: Australia, Austria, Bangladesh, Belgium, Brazil, Brunei, Bolivia, Canada, Chile, China, Colombia, Cote d'Ivoire, Denmark, Egypt, Estonia, France, Germany, Ghana, Greece, Guatemala, Guyana, Hong Kong, Hungary, India, Iran, Iraq, Israel, Italy, Japan, Jordan, Kuwait, Malaysia, Mauritius, Mongolia, Nepal, New Zealand, Nigeria, North Korea, Pakistan, Peru, Poland, Romania, Russia, Saudi Arabia, Serbia, Singapore, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Taiwan Province, Thailand, The Netherlands, The Philippines, Tunisia, Turkey, Ukraine, Uganda, United Arab Emirates, United Kingdom, United States of America, Venezuela, Vietnam and Zimbabwe. Consequently, nearly 61,000 times of visiting were recorded and nobody felt surprised.



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