



The reputed China (Beijing) International Optics Fair is universally recognized as Asia's most sizeable and authoritative optical show.

Organized by China Optometric & Optical Association and China Light Industrial Corporation for Foreign Economic & Technical Cooperation and co-organized by Orient International Exhibition Co Ltd, CIOF 2009 (The 22nd China International Optics Fair) will proudly present its prominence in the span of 16-18 September 2009 at the China International Exhibition Centre, Beijing and the Radisson SAS Hotel Beijing, occupying well over 40,000 sqm of exhibition area.

Regardless of the global economic recession, the Organizers and Co-organizer take tremendous pride in the fact that the projected times of visiting at CIOF 2009 will exceed 40,000, whilst around 700 exhibitors from 19 countries will attend CIOF 2009. In relation to brands, WOW, 250 international and 600 local ones shall be present at CIOF 2009.

Visitors-wise, prominent procurement personnel from major international optical chains such as **Specsavers, National Vision Inc and Hans Anders** have confirmed to visit CIOF 2009. In fact, worldwide buyers will actually be flying over from Argentina, Australia, Austria, Canada, Congo, Egypt, China Hong Kong, India, Iran, Italy, Ivory Coast, Luxembourg, Malaysia, Pakistan, the Philippines, Peru, Russia, Sri Lanka, Sweden, Thailand, Tunisia, UAE, Uruguay, USA, UK, Venezuela and Vietnam. How impressive!

To consolidate, note the strengths of both CIOF 2009 and her exhibitors and then you can see why this Show is always unbeatable and invincible. At present, the following manufacturers and regional agents of frames, sunglasses, contact lenses and solution, equipment, parts and mould maker simply can't wait to "showoff" their latest design and masterpieces :-

### Spectacle Frame –

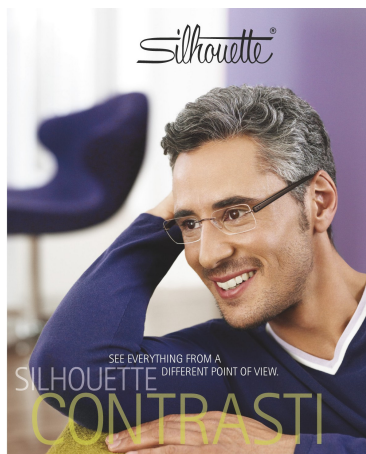
Exhibitor: **BEIJING PERFECT VISION TRADING CO., LTD.**

Email: [bjbd@bjbd.cn](mailto:bjbd@bjbd.cn)

Booth No.: 1060

### SILHOUETTE - MYSTERO SERIES

When varying dimensions intercept extraordinary effects appear. These can only be observed via the most attentive and discreet eyes. Delicate glitters of the present shall prevail. The mystical features and individuality of this series are attributable to the seamless blending of subtle lights and dual colours. Vast temples and mystical glitters in the middle mandate the latest trends, offering the masterpieces vibrance and energy. Shapes of the lenses have also been carefully thought out, giving the wearers extra self-confidence.



### SILHOUETTE – CONTRASTI SERIES

Contrasti's distinctive 7-coloured and exaggerative features leave the wearers ample room for self manifestation. And the impeccable trio of 3D temples, unique colours and SPX frame materials confirms adequate vitality as enjoyed by wearers. Further, wearers shall never run out of choice since the multiples of four (4) colours and four (4) lenses of differing shapes imply sixteen (16) editions to choose from. Only the most observant and discreet eyes of the gentlemen can notice all the above stated. And to sum up, the contrasting characteristics of "CONTRASTI" are depicted by the vertical design and multi-coloured temples.



### ADIDAS - RUNNING SERIES

The apex of ADIDAS' 2009 running series is substantiated. When observed carefully, the new 170 & 171 glasses manifest more distinctively curved temples to suit wearers with hats. Sharpness, comfort, practicality and individuality are stressed.

### Spectacle Frame –

Exhibitor: FUKUI MEGANE INDUSTRY CO., LTD.

Email: [anakura0687@fukuimegane.co.jp](mailto:anakura0687@fukuimegane.co.jp)

Web: [www.fukuimegane.co.jp](http://www.fukuimegane.co.jp)

Booth No.: 1002

The FAIRY STICK brand is proud to show off her distinctive features which depict “Lightness, Elegance and Clarity”. Lightness and precision are the key words to product developments. And whilst The Fairy Stick’s elegance fully manifests elements of modernism, clarity denotes the natural and charming properties of the precious & shining 18K gold.



### Contact Lens & Spectacle Frame–

Exhibitor: HAI CHANG CONTACT LENS OPTICS CO., LTD. / SHANGHAI CIBA VISION TRADING CO., LTD. / SHANGHAI JUSHENG OPTICS CO.

Email: [hydron@hydron.com.cn](mailto:hydron@hydron.com.cn)

Web: [www.hydron.com.cn](http://www.hydron.com.cn)

Booth No.: 1080

SHANGHAI HYDRON manufactures a great variety of disposable soft contact lenses and is one of the top selling contact lenses household names in China. This year at CIOF 09, HYDRON will proudly showcase her flagship contact lenses products like “EASY DAY” and “NEW MONTH”.



In July 2008, HYDRON became the sole agent of CIBA VISION in China and her strategic partner. CIBA VISION is the “Number 1 big boy” in the European contact lenses market. In the realms of silicone hydrogel contact lenses, CIBA VISION ranks 1<sup>st</sup> in sales worldwide. Within the context of cosmetic lenses sales, CIBA VISION also ranks 1<sup>st</sup> internationally. CIBA VISION fully devotes her resources to the R & D of patented silicone hydrogel and daily disposable contact lenses. Further, CIBA VISION continues to lead the pack when it comes to the development of groundbreaking high oxygen permeability contact lenses. AT CIOF 2009, CIBA VISION will present to all buyers her excellent products like O<sub>2</sub>OPTIX® and NIGHT & DAY®.

SHANGHAI HYDRON will display the newest SISLEY eyewear series. SISLEY is the famous casual wear brand operating under the legendary Italian fashion group BENETTON. The SISLEY brand first set foot in Paris in 1968, boosting her style of elegance and simplicity. SISLEY’s unceasing devotion & attention to the details of feminine vibrance, energy and charm has won worldwide applause and acclaim.



## Sunglasses –

Exhibitor: HONG KONG UNITED HOLDINGS LIMITED

Email: [hkuh@hkuholding.com.hk](mailto:hkuh@hkuholding.com.hk)

Booth No.: 1201

**EVISU EVS-3000** features the distinctive black frame with unique trimming, whilst showcasing the remarkable metallic Buddha figurehead icon.



**EVS-3014** showcases the distinctive metallic frame with the “Big” m logo.

**EVS-3022** highlights her dark frames with very exceptional laser embedded metallic patterns. Elegance is the best depiction.



## Spectacle Parts & Coating Material –

Exhibitor: KA HIN INT'L INDUSTRIES LTD.

Email: [contact@kahin.com.hk](mailto:contact@kahin.com.hk)

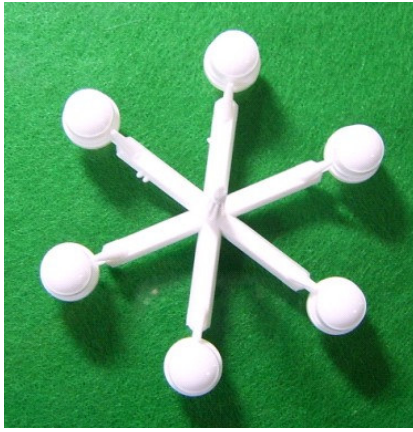
Booth No.: 1303

The desires of customers keep altering due to the latest fashion trend. To fulfill their needs, designs of frames and hinges are innovated from time to time and different styles are also provided. To be perfect, some eyewear users requested streamline shape frames, as to avoid any irregular structure or clash between the temples and lens, therefore **tiny and precise HINGES** have been invented by KA KIN. Not only tiny hinges for metal frames KA KIN also provides similar hinges for CA frames and injection frames. Besides those marketed products, the new series would be a part of your enhancement.



**GANDOLA** continuously provides stable and high quality **METAL LACQUER**. Its outstanding performance on adhesion, ISO12870 and CASS test has gained industry-wide acceptance and trust. Besides it can be applied on different materials like aluminum and titanium; its flexibility and hardness are also suitable for memory frames. Gandola's lacquer is a perfect solution for multi-colors. No matter how you cure the top coat, customers can apply another layer over it with perfect adhesion. In addition, Gandola's lacquer has improved its spraying properties. It can minimize white spot and black mark problems in cold weather. Fully utilising the latest technology, Gandola's water based lacquer is an environment-friendly product. During spray, the percentage of VOC can be reduced. Moreover, the waste water which needs to be treated after spray process is reduced as water based products can reduce the loading of

waste water treatment plant with less organic wastage from thinner. Apart from environmental concern, Gandola's water based lacquers also perform with excellence in flowing, gloss, hardness, flexibility and resistance to weathering test.



## The extraordinary Contact Lens Mould – Maker

Exhibitor: M & D Optical

Email: [jandiss@naver.com](mailto:jandiss@naver.com)

Booth No.: 1398

Famed 1<sup>st</sup> time CIOF exhibitor **M & D** is the expert in contact lenses mould production. M & D double-face moulds highlight cutting superiority. At present, in order to avoid inefficiency and enhance productivity, cutting will stop automatically whenever inefficiency arises under the latest matched half-mould peripheral cutting system. As for moulds in totality, the absence of outsourcing costs have directly lowered prices and increased productivity, hence substantially raising competitiveness. Last but not least, M & D's moulds for the production of toric lenses are bound to impress contact lenses manufacturers, end-users and competitors since the majority of mould makers still only cater for traditional hyperopia clients. M & D's forward thinking attributes are more than obvious.

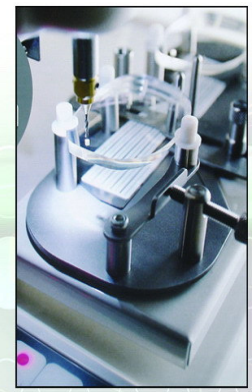
## Production Equipment –

Exhibitor: MANDARIN OPTO-MEDIC CO., LTD.

Email: [chshmoc@public6.sta.net.cn](mailto:chshmoc@public6.sta.net.cn) Web: [www.chshmoc.com](http://www.chshmoc.com)

Booth No.: 1425

**DIA Optical Company's computerized DIGIDRILL DM-30** manifests a brand new age of frameless production. Her easy operations are built upon the fact that the points of drilling have already been embedded in this computerized system (applicable to both left and right hand sides). Once the supporting device is removed, all you have to do is to place the left and right lenses in the exact locations, press the drilling size of your choice and then DIGIDRILL DM-30 will securely clamp the lenses and precisely drill the required holes on them. The strictest standard dictates that both lenses are absolutely symmetrical. The system employs peripherals of the lenses as benchmarks and hence the actual sizes of the lenses lend no relevance whatsoever. Even if the lenses to be processed and the supporting device are of different shapes, DM-30 can still impeccably drill holes adhering to identical locations and measurements. Equally important is the fact that DM-30 takes great pride in her efficiency in that one (1) pair of lenses can be successfully processed within two (2) minutes.



## Contact Lens & Solution –

Exhibitor: POLYTOUCH CHEMICAL

Email: [hoyoung3713@hanmail.net](mailto:hoyoung3713@hanmail.net)

Web: [www.polytouch.co.kr](http://www.polytouch.co.kr) / [www.polytouch.kr](http://www.polytouch.kr)

Booth No.: 1503



Polytouch Chemical Company is a professional manufacturer of contact lens care solution in South Korea by the permission of a business license in KFDA

(Korea Food and Drug Administration). Its R&D team is also constantly looking for ways to develop new products and quality control of all the products. The company has acquired CE (Conformite Europeenne) certificate at the very first from the field of contact lens solution in South Korea. At CIOF 2009, the company will present the new products



like **AXIS VISION Astigmatism Correction Lens**, **MAGIC EYE Colored Contact Lens** and **ZERO-SEVEN REFRESHING CONTACT lens Care Solution**.

## Coating Machine & Optical Processing Equipment –

Exhibitor: **SATISLOH ASIA LTD**

Email: [info@satisloh.com](mailto:info@satisloh.com)

Web: [www.satisloh.com](http://www.satisloh.com)

Booth No.: 1405

**VFT-Orbit Freeform Generator** represents cutting edge technology and is the latest addition to Satisloh's generator portfolio. VFT-orbit combines the proven core components from the VFT-ultra series – such as voice coil based fast tool technology, high speed control system and air bearing spindle – with a radical new approach to moving the various axes of lens and tools. This revolutionary arrangement enabled engineers to design a single point turning generator with numerous formats and organic lens materials can be generated. Friction free air-bearing system combined with circumvolution technology, high performance control system and proprietary fast tool technology enable exceptionally accurate and wave-free surface quality, ideal for fast from-conserving polishing.



**The 1200-DLF-ZS Box Coater** represents the state-of-the-art vacuum coating technologies. It provides consistent and sophisticated AR Coatings in unprecedented short process times and perfect useability and the easy set-up of proven Satisloh coating processes. Coating processes are a key to our success. Satisloh is experienced in the full process chain and offers a wide range of proven and easy to setup AR and mirror processes (on request) dedicated to lens material and coating quality requirements. Because of machine configuration and consumables knowledge, lens quality is uniform within a batch and from batch to batch.

The unique capabilities of **Helix - Industrial 5 Axis Edger** allow edging the most complex Rx lenses with ease and to the highest of quality standards. The 5-Axis movement design offers articulating bevel, groove and drilling process which provides the best fit for even the most challenging shapes and wraps. 7 on-board tools for multi-task and complete edging capabilities. Like AR or free-form progressives, the high quality complex edging commands a premium and allows you to create a new profit center in your Lab.



## Spectacle Frame –

Exhibitor: **SHANGHAI AOYAMA OPTICAL CO., LTD.**

Email: [yujiang@aoyamaopt.com](mailto:yujiang@aoyamaopt.com)

Web: [www.aoyamaopt.com](http://www.aoyamaopt.com)

Booth No.: 1020

**S.T. DUPONT DP0005** features her unique spring hinges. This model places in unison fresh breaths of European culture and Japanese craftsmanship. Her delicate wave patterns constitute a perfect texture and manifest nobility of the wearers.





**S.T. DUPONT DP0017** has spring hinges as a characteristic. When producing DP0017 ST Dupont makes use of imported frame materials and spring hinges. This simplistic style magnifies profound attributes and nobility of the seasoned gentlemen.

**S.T. DUPONT DP5017** prides herself in the high technology employed in fixing the Japanese B-titanium temple hinges. Black classy frame materials depict a bold masculine image. An impeccable finishing touch is accomplished by ST Dupont using paints from China.



### Spectacle Frame –

Exhibitor: SHANGHAI SHANGSHIJIA OPTICAL CO., LTD.

Email: [shangshijia@eternal-op.com.hk](mailto:shangshijia@eternal-op.com.hk)

Booth No.: 1040



### ROBERT CAVALLI - RC0496

The design of RC0496 goes in parallel lines with the previous limited editions of RC463S and RC464S. “The snake” acts as the prime notion. The unique 3D design is genuinely three-dimensional with clear logo depiction. The impeccable brand image is manifested.

### JUDITH LEIBER – ART DECO JL1578

The Art Deco series is an “invincible” collection by Judith Leiber which emphasizes artistic features. And this collection is tailor-made for Asian wearers. Art Deco’s clear patterns and extraordinary stripes add strong visual impact and extravagance onto her artistic features via colourful crystals. And the crystals are protected by a metallic layer to make sure that they do not fall off.



### Tag Heuer - Spring

The hi-tech SPRING series prides itself in the latest technological breakthrough and patent – BETA titanium optical lenses. Adjustable temples constitute the main feature, while comfort and trendiness are stressed. The light and flexible design places emphasis on elegance. And advanced ceramic & electroplating techniques ensure the production of highest quality SPRING lenses.

### Contact Lens –

Exhibitor: SHANGHAI TONGFANG OPTICAL CO., LTD.

Email: [tong-fang@163.com](mailto:tong-fang@163.com)

Web: [www.lenseshop.cn](http://www.lenseshop.cn)

Booth No.: 1292

SHANGHAI TONGFANG will display **ANYEYE** contact lens during the exhibition. Thin, comfortable and excellent moisturizing effect is the features of ANYEYE.



### Sports Spectacle –

Exhibitor: SHENZHEN BENICE SPORT CO. LTD.

Email: [jenette@springwhales.com](mailto:jenette@springwhales.com)

Web: [www.benicesport.com](http://www.benicesport.com)

Booth No.: 1222

At CIOF 2009, new items from BENICE are not to be missed. The **SUN-600** model possesses distinctive “flip-ups” that are capable of transforming the prescription eyewear into a pair of highly sought after polarized sunglasses. The “upper” lenses are either made of PC or PL.



This brand new version of **SNOW-2000** goggles are “proudly armed” with two (2) layers of frames. Her “upper” frame is electroplated while the lenses are either made of PC or PL. The outstanding 3-sided foam padding ensures perfect fitting and unrivalled comfort for the wearers.

### Spectacle Frame –

Exhibitor: SILVER SONIC (HONG KONG) LTD.

Email: : [info@silversonic.com.hk](mailto:info@silversonic.com.hk)

Booth No.: 1200

**MA-JI MASATOMO** is a genuinely “Made in Japan” brand which fully utilizes titanium and places emphasis on simplicity, which itself is already a selling point.



**MASAKI MATSUSHIMA** is 100% manufactured in Japan and the frame is made of titanium. Masaki Matsushima is a brand which tends to incorporate certain elements of exaggeration and not adhering to norms.



### Spectacle Frame –

Exhibitor: SOLID SIGHT INT'L LTD.

Email: [yan@ssight.com](mailto:yan@ssight.com)

Web: [www.ssight.com](http://www.ssight.com)

Booth No.: 1071



### DERAPAGE - TORNADO series

Having in 2008 won designing prizes in iOFT, Chicago Good Design Award and SILMO, the famed Italian brand DERAPAGE went a huge step forward in that her TORNADO series has been nominated to compete in the renowned Designpreis 2009 (Design Award of the Federal Republic of Germany). Indeed, the unique design has been patented. The frame is a completely new unwelded multilayer: three different ultrathin steel layers secured by an innovative system of micro-riveting. The ultrathin steel adopted by TORNADO retains her natural colour and does not go through any electroplating process. Since no colour will ever fall off, skin allergies are non-existent. Employing carbon fiber and fiber glass as frame materials, Tornado's eyewear prides herself as being light and strong. Further, the natural texture and patterns of the frame materials constitute another attractive feature.

### Spectacle Frame & Sunglasses –

Exhibitor: STYLEMARK CO., LTD.

Email: [stylemark@126.com](mailto:stylemark@126.com)

Web: [www.polaroideyewear.com.cn](http://www.polaroideyewear.com.cn)

Booth No.: 1030

**POLAROID** has for the past 70 years strived for quality excellence, offering each pair of glasses individuality and trendiness, something that cosmopolitan gentlemen and ladies are after.

Delicate pink and silverish segments blend perfectly with diamonds to manifest high fashion and individuality simultaneously.



These polarized sunglasses made from blue hawkshell possess fine and delicate design whose details are very much favoured by contemporary metropolitan ladies.



### SPECTACLE FRAMES –

Exhibitor: TIANJIN IWA INTERNATIONAL TRADING CO., LTD.

Email: [s\\_ly@163.com](mailto:s_ly@163.com)

Web: [www.iwa-inter.com](http://www.iwa-inter.com)

Booth No.: 1220



The brand **EXALCO** shakes the whole optical world with exaggerated & elaborated colours, original technicality and comfort. Profound inspirations of our posh frames stem from mother nature, exhibitions, automobiles, fashion and architecture. In particular, forceful visual impact borrowed from modern architecture, blended with classy titanium, white gold and ruthenium materials, shall definitely offer every EXALTO owner a tempting dream.



Design inspirations of **OXIBIS** frames revolve around the notion of visionary details. Blended with posh materials such as nano stainless, all Oxibis frames are value added and comfortable to wear. Owing a pair of Oxibis frames will definitely offer you a unique and enjoyable experience.



The notion of **ROYAL REGALITY** originated from the British Royal Family and has captured the hearts of numerous followers for more than half a century. For the past 20 years, Japanese designers have built on that solid foundation ground-breaking production technologies. Metallic portions of all Royal Regality's frames are made of pure 18k gold and 14k platinum. Through special processing and pyrometallurgy techniques, Royal Regality frames now

possess a perfect mix of flexibility and strength whilst ensuring that skin allergies absolutely non existent. Royal Regality frames are simply a luxury that you must treasure and enjoy. Experience how it feels to be an emperor!

**Further show enquiry, please contact the co-organizer:**

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