

THE 24th CHINA INTERNATIONAL OPTICS FAIR

第二十四届中国国际眼镜业展览会

14-16 / 9 / 2011

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

For Immediate Release

July 2011

CIOF 2011 – The 24th China International Optics Fair **Annual International Highlight For The Gurus**

Deal With The Best, Surpass The Rest

Exhibitors Maximize Their Profit Net, Buyers Travelling A Long Way Deserve What They Get



With utmost excitements and thrills we announce that CIOF 2011 will make her annual glorious comeback during the span of 14th – 16th September at the China International Exhibition Centre, Beijing. The gross exhibition area is 44,000 square metres. Due to the overwhelming demand for exhibiting space by international exhibitors and the Show's exceptional emphasis on showcasing famed brands of overseas merchandises and technologies, Hall 1 and Hall 6 have been deployed for the very first time together as International Halls, being translated into 14,000 square metres of exhibition area for the gurus.

To recap, CIOF 2010 attracted 731 exhibitors from 22 countries and regions covering an exhibition area of 44,000 square metres and 40,000 visitor entries from 66 countries and regions with 245 internationally reputed brands on display. No wonder CIOF – The China (Beijing) International Optics Fair has been endorsed by the Ministry of Commerce of China as one of their most recognized and distinguished exhibitions of the country. It is an achievement not to be overlooked.

This year, CIOF's bingo jackpot of the number of exhibitors will hit over the 770 benchmark while visitor entries can easily surpass 40,000. She will continue to display and demonstrate the latest state-of-the-art exhibits, ranging from spectacle frames, sunglasses, 3D glasses, lenses to contact lens, from visual test equipment, machinery and raw materials for making spectacle frames and lenses to instruments for optometry and ophthalmology. At present, CIOF 2011 proudly announces the presence of:

18K GOLD SUPREME, 3M, A.V.V, ACOMON (RAV 7), AGNES'B, AI by AMANI, ASAHI, ASHMAN, ASTRO BOY, BALENO, BARBIE, BIO LUC THIN, BMW, BOLLE, BOZ, BRIOT, BUICK, CALVIN KLEIN, CALVIN KLEIN-CK, CANON, CARL DANIELA, CARRERA, CELINE DION, CERRUTI 1881, CHAROPS, CHARRIOL, CHEMALUX, CHOPARD, COACH, COBURN, CRESCENT VERT, DIANE VON FURSTENBERG, DINO, DOCTOR KANG, DUN, ED HARDY, EFE, ELEGANCE, EMILIO PUCCI, EMS, EMU, EQ : IQ, EUCLID, EYECARE, EYE-CEPT, FAIRY STICK, FAIRYLAND, FEATHER LIGHT, FENDI, FIDO DIDO, FINESTAR, FLAIR, FORD, FRASTEMA, G2000, GLASSES HOUSE, GOLD & JEWELRY



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COLLECTION, GOLD FEATHER, GOLD MASTER, GOLDEN KEY, GOSH, GRAND SEIKO, GROOVY FACE, GUESS, HAPPY n Co, HKS, HOYA, HUGUES, HUVITZ, I-MAG™, INCOULEUR, INDO, INON, JAPONISM, JEANSWEST, JEUNESSE, JIECAI, JIESHI, JILL STUART, JIN BAILU, JUST CAVALLI, KALIAO, KANGAROO, KANSAI, KARL LAGERFELD, LACOSTE, LEGO, LEVI'S, LEYBOLD OPTICS, LINDBERG, LOEWE, LOTOS, LOTTO, LUMBERJACKS, LUNEAU, MAGIC EYE, MAGNUM X, MA-JI MASATOMO, MANCHESTER UNITED, MARELLI, MARI CAREER, MARI JEWELLERY, MARI YAMAMOTO, MARILYN MONROE, MARKUS T, MASAKI MATSUSHIMA, MCGREGOR, MECCANOTTICA MAZZA, MEI, MICHAEL KORS, MIKYKIDS, MILA SCHÖN, MINI COOPER, MISIFUTUO, MISS SIXTY, MJY, MOKUCHOU ROMAN, MUGE, MYKITA, NAUTICA, NEW BALANCE, NEWGEN, NIDEK, NIKE, NORVILLE AUTOFLOW, OVAL TAKUMI, PACEMAKER, PAL ZILERI, PEGAVISION, PERSON'S, PICHINA, PIERRE BALMAIN, POLAROID, POLO RAN, POLYCORE, PORSCHE DESIGN, PORTS, POTEK, PUMA, PURELE, QINGSHAN, QQ, RANDOM LABORATORY, REICHERT, RICHDOME, RIGHTON, RJESSELEX, ROBERTO CAVALLI, ROCK, RODENSTOCK, ROMAN, ROMEO GIGLI, ROSECOSE, ROTLEX, S.T. DUPONT, SAINT-GOBAIN, SANSE OPTICAL, SASAMATA, SATISLOH, SCHUMAN, SENJU, SERENGETI, SHIN-NIPPON, SHISEIDO, SISLEY, SKECHERS, SPIDERMAN, SUPORE, SYNERGY, T. TOP, TAKAGI, THIERRY MUGLER, THINKVISION, TINA, TOM & JERRY, TOMEY, TONINO LAMBORGHINI, TONY MORGAN, TOPCON, TSUKI, TUTTI, TWINKLE, U.S. POLO ASS'N, U-LENS, UNITED COLORS OF BENETTON, VALERIO, VASSEN, VASTO, VISIONIX, VISSLO, WECO, YANAGI-GAWA-ICHIRO, YAYALE, YUKYU ODYSSEY, ZERO, ZERO-SEVEN REFRESHING, ZONEKA, β titanium andz, β titanium ANTOINE BVLGARIE

To elaborate, certain popular brands missed out on CIOF 2010 due to various reasons but have made a comeback just in time not to lag behind their competitors in meeting our high quality buyers. They include Safilo and Lindberg. Moreover, nearly all the leading Chinese optical manufacturers have participated in CIOF, displaying their best products. In relation to South Korea, this year we are very much excited by the fact that a league of exhibitors have teamed up. Details are as follows: -

Frame : (Microstar, Shinhwa, Sangha, Gram Optical)

Visual test equipment : (Huvitz, Pichina, Luxtec)

Edger: (Vissio, Huvitz, Pichina)

Lens & Contact Lens Processing Machinery : (Sinjin)

Lens : (Visiontec)

Contact Lenses : (Bescon, Vassen, New Bio, Hana, Optikorea, Prime Color, Miottica, T. Top, TCS)

And nobody would ever get enough of a Show, as stated, endorsed by the central government, with emphasis placed on brands as showcased in 2 International Halls and flooded with swarms and swarms of "hungry buyers" with deep pockets. One would then have to enlarge their booths to differentiate and please the purchasing managers flocking to CIOF 2011. Ponder the following: -



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Exhibitor's Name	Brand(s) represented	Line(s) of business	Exhibition area at CIOF 2010 (m ²)	Exhibition area at CIOF 2011 (m ²)	% increase↑
SATISLOH ASIA LTD.	SATISLOH	Machinery	64	82	28%
ZONEKA INSTRUMENTS CO., LTD.	BRIOT, WECO, OPTEMIC, VISIONIX, LUNEAU	Edger, Visual Test Equipment	39	64	64%
VISIONTEC (KOREA) CO., LTD	THINKVISION, PROBE, BINGO	Lens	24	44	83%
COBURN TECHNOLOGY	COBURN	Edger, Machinery	16	38	138%
HONGDA GLASSES CO., LTD.		Spare Parts	40	72	80%
BEIJING BAODIAN CO., LTD.	GUESS, FLAIR	Frames & Sunglasses	66	100	66%
SHENYANG SILVER SEA (3S) MEDICAL PRODUCTS CO., LTD.	CERRUTI 1881	Sunglasses	50	88	76%
SANWEST (SHANGHAI) OPTICAL CO., LTD.	GOLDEN KEY	Frames	32	84	163%
FUKUI MEGANE INDUSTRY CO., LTD.	925 KNIGHT, CRESCENT VERT, TSUKI	Frames & Sunglasses	54	90	66%
OEM & DESIGN CO.	TONINO LAMBORGHINI, MANCHESTER UNITED	Frames & Sunglasses	20	33	65%
HOLLAND EFE INTERNATIONAL B.V.	EFE	Frames & Sunglasses	78	98	25.6%

See how impressive!

For the latest developments on CIOF 2011, please do kindly surf www.ciof.cn or contact the co-organizer via email at orientex@netvigator.com, via FACEBOOK (www.facebook.com/CIOF.SIOF) or via phone at (852) 2789 3220.

Last but not least, we very much encourage aggressive media coverage in the form of interviews. Simply fax us your questions and your choice of exhibitor(s) and we shall take care of the rest.

For media enquiries, please contact:

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