

THE 35th CHINA INTERNATIONAL OPTICS FAIR

第三十五届中国国际眼镜业展览会

10 - 12 / 9 / 2024

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
Sinolight International Holdings Corporation 中国中轻国际控股有限公司

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

The 35th China International Optics Fair (CIOF2024)

An Impeccable annual global optical event, a Mecca for all exhibitors & visitors

For immediate release

CIOF2024, the 35th China International Optics Fair, shall continue the legend in presenting the technological and digital breakthroughs and the exquisite and refined design of the international and Chinese optical products to quench buyers' thirst from all over the world this autumn in Beijing. We cordially invite you, your editorial team and your readers to attend this mega and reputable, as well as the most recognized and authoritative optical exhibition in China and in Asia. Our Fair is to be held on September 10-12, 2024 at the China International Exhibition Centre, Beijing, occupying 55,000 m² exhibition area.

CIOF is undoubtedly a “Distinguished Optical Exhibition” – being the best platform for global suppliers to showcase their products. It is:

- Endorsed by the Ministry of Commerce of China as one of the most prestigious and distinguished exhibitions
- One of the best 10 exhibitions recognised by the China National Light Industry Council
- A recognized exhibition of the Beijing Municipal Commission of Commerce
- Top the Asian list of first class eyewear exhibitions in terms of the number of exhibitors, international brands and scale of exhibition

Brand promotion and the avocation of high technologies deployment will be the themes of CIOF2024. There are over 670 exhibitors. While 99 international exhibitors including principals and agents will promote some 200 global brands from 17 countries and regions, including Denmark, France, Germany, Hong Kong SAR, Italy, Japan, Korea, Taiwan Region, the USA, etc... CIOF2024 will again show off a mega gross exhibition area of exceeding 55,000 m² and, the organizers have set up Procurement Zones at the Admin Building in CIEC and the adjacent Grand Metropark Hotel for buyers. Some reputable domestic Chinese brands such as Bolon, Hydron Contact Lens, Parim Eyewear, Jiangsu Hongchen, Mingyue Lens, Shanghai Conant, Shanghai Weixing Optical and Wanxin Eyewear will continue to catch the eyes of international buyers and professional visitors due to their high affordability and yet not compromising their quality. Quality control and assurance process as well as research and development effort done by the top-notch manufacturers in China have offered unparalleled eye care and medical optics innovative solutions, being a limelight of the CIOF2024.

High-quality eyewear produced in China is receiving worldwide acclaim and recognition, therefore, it is at a prime time to take the leap one step further by trendsetting the creation of their own brands. CIOF2024 shall continue to host a special zone of “Chinese Designer Brands” in **Hall 3 & 8**, and there is an international designer village in Hall 1B.

To further boost and upscale China’s production of eyewear and optical equipment, groom her own cadet of designers, refine the quality of spectacles and dispense the eye care service and medical optics to the next level, Chinese and overseas professionals will facilitate idea, technology and knowledge exchange and strengthen co-operation with each other at the exhibition. In the span of the three show days of CIOF2024, a number of professional talks, seminars, panel discussions and training sessions will be held to fulfil these purposes.

To recap, CIOF2024 will display and demonstrate the latest optical products, ranging from spectacle frames, sunglasses and lenses to contact lenses; from raw materials for making spectacle frames, lenses, and spectacle accessories to 3D glasses, digital lenses, visual test equipment, machinery, eye care solutions and instruments for optometry and ophthalmology. Medical optics is also a new focus of CIOF 2024. Inexhaustibly shown below is a glimpse of some renowned and prestigious international brands exhibiting at CIOF2024:

Brand name	Country	Major line of business
999.9	Japan	Optical frames & sunglasses
Agnes b	France	Optical frames & sunglasses
Aigle	France	Optical frames & sunglasses
Briot	France	Visual testing equipment
Bywp	Germany	Optical frames & sunglasses
DITA	USA	Optical frames & sunglasses
Essilor	France	Lens
Fila	Korea	Optical frames & sunglasses
Flair	Germany	Optical frames & sunglasses
Hoya	Japan	Lens
Hugo Boss	USA	Optical frames and sunglasses
Huvitz	Korea	Visual testing equipment
Jill Stuart	USA	Optical frames and sunglasses
Levi's	USA	Optical frames and sunglasses
Lunor	Germany	Optical frames and sunglasses
Markus-T	Germany	Optical frames and sunglasses
Masunaga	Japan	Optical frames and sunglasses
Maui Jim	USA	Sunglasses
MEI	Italy	Edger
Moscot	USA	Optical frames and sunglasses
Must By Grafix	Germany	Optical frames and sunglasses
Mykita	Germany	Optical frames
New Balance	USA	Optical frames and sunglasses
Nidek	Japan	Visual testing equipment
Ports Eyewear	Canada	Optical frames and sunglasses
Polaroid	USA	Sunglasses
S.T. Dupont	France	Optical frames and sunglasses
Satisloh	Germany	Coating machines and edger
Schneider	Germany	Coating machines and edger
Silhouette	Austria	Optical frames and sunglasses
Stepper	Germany	Optical frames and sunglasses
Topcon	Japan	Visual testing equipment
Visionix	Israel	Visual testing equipment
Woehlk	Germany	Contact lens
Wolfgang Proksch	Germany	Optical frames and sunglasses
Zeiss	Germany	Contact lens

CIOF 2024 product classification by percentage :

(Certain exhibitors are engaged in multiple businesses)

Product Classification	Percentage
Frames	71%
Sunglasses	48%
Lenses	25%
Contact lenses	34%
Visual test equipment and manufacturing and processing machinery	38%
Raw materials	10%
Others	2%

Furthermore, this year, certain first-time exhibitors at CIOF 2024 simply cannot wait to show off their iconic merchandises:

Brand name	Country	Major line of business
KHROMIS	UK	Optical frames
Retro IWAMOTO	Japan	Optical frames
ANNE & VALENTIN	France	Optical frames

Highlight of CIOF 2024

Welcome home

CIOF2024's international hall welcomes back Maui Jim. Maui Jim is a premium eyewear brand known for its high-quality polarized sunglasses, which are designed to offer exceptional protection from the sun's glare while enhancing color, clarity, and detail. In 2022, Kering Group has been acquired Maui Jim and this is the first time Maui Jim participating international optics fair under the name of Kering Group.

Continue to join CIOF

One of the confirmed international exhibitors is the legendary Italian eyewear manufacturer and distributor –Safilo, a forerunner in the top-tier eyewear market, a leading eyewear manufacturer, will take a large procurement area for **Hugo Boss, Ports Eyewear & Polaroid** at CIOF 2024 in addition to the display of many of their famous optical brands.

Special Zone for Oversea Designer Brands

This year at CIOF2024, we shall house a special zone in **Hall 1B** for oversea designer eyewear brands, including 999.9, BJ Classic Collection, Bywp, DITA, Horn-I, Ic!Berlin, Julius Tart Optical, Lunor, Markus-T, Masunaga, Matsuda, Max Pittion, Modo, Mr. Gentlemen Eyewear, Mr. Leight, Must By Grafix, Moscot, Mykita, Nativesons, Plus, Silhouette, Steady, Stepper, Tavat & Wolfgang Proksch etc..

Specific Area for Machinery and Equipment

There is a specific area at our international **Hall 1B** for exhibitors to promote their state-of-the-art modern and high-tech 3D glasses, digital lenses, eyewear production machinery and visual testing equipment. The list of well-known international exhibitors in this arena includes Briot, Charops, Dia, Essilor, Huvitz, MEI, Nidek, Righton, Satisloh, Schneider, Tomey, Topcon and Visionix, etc..

Media-wise

CIOF2024 has been featured by renowned global optical publications, optical associations, media agency, exhibition association and statutory body which foster international trades, including: 20/20 Europe (Italy), China Glasses Science-Technology (China), DIOPS (Korea), Four Plus Media (India, Singapore, UAE), Hong Kong Optical Manufacturers Association (Hong Kong), Hong Kong Trade Development Council (Hong Kong), The Indian Optician (India), Loop (Taiwan), MAFO (Germany), MIDO (Italy), Optical Journal (USA), Opti Munich (Germany), Optical World (UK), SILMO (France), TEF Magazine (Netherlands), Vision Expo (USA) and VEKO (Russia).

For the latest developments of CIOF2024, or asking for detail of visiting please surf www.ciof.cn or contact us, the co-organizer, via email orientex@netvigator.com, or via FACEBOOK : www.facebook.com/CIOF.SIOF or via phone at (852) 2789 3220.

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