

EVOLUTION BEGINS

SILMO
next

FUTURE AWAITS YOU

SILMO
ISTANBUL

Akademik

SILMO

ISTANBUL

OPTICAL FAIR

2024

20>23 NOVEMBER

5-6-7 HALL

SILMO

Award

ISTANBUL

SILMO

OPTICS &
EYEWEAR
PARTNER
SINCE 1967

THE WORLD'S LARGEST OPTICAL COMMUNITY

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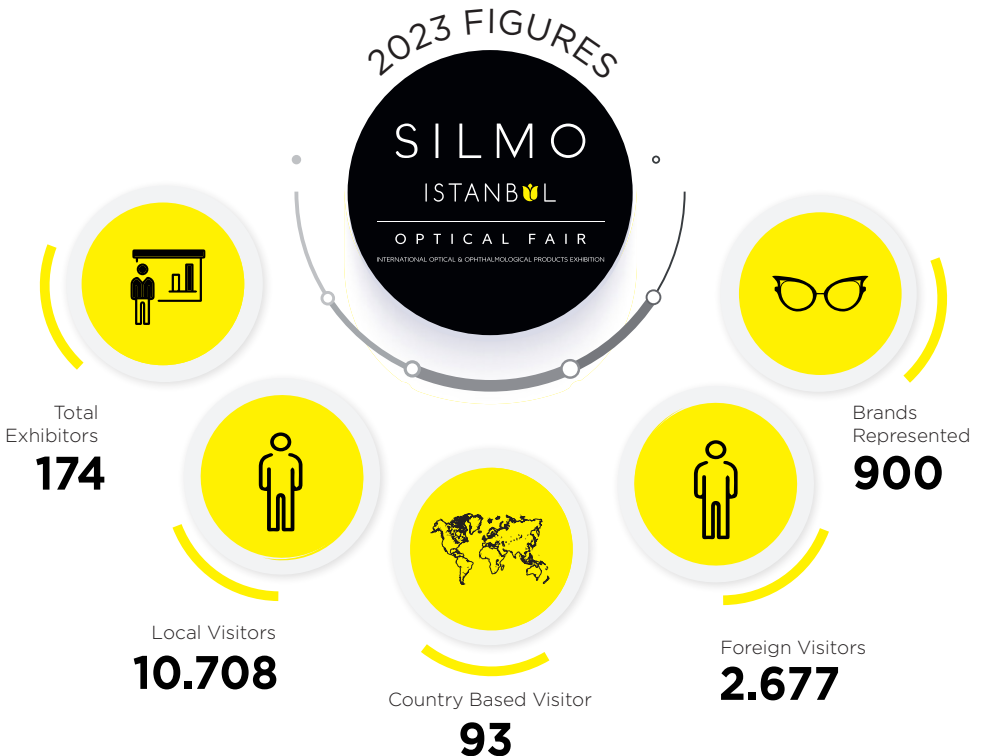
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Get Ready To Discover The Next Season at **SILMO ISTANBUL 2024!**

Silmo Istanbul, Turkey's first and unique international optical fair is waiting for you, to shape the optical industry once again with energy and enthusiasm in 2024 with the innovations it has achieved every year.

The International Silmo Istanbul Optical Fair, which will take place between **20-23 November 2024** at Istanbul Expo Center, Hall 5-6-7, will be held on a total area of 25,000 m2. Silmo Istanbul Optical Fair, which will be held for the 11th edition this year, will bring together all professionals of the optical industry, domestic and foreign manufacturers and designers from

all over the world and will offer industry experts the opportunity to discover the trends, innovations and technological developments of the next season. With the engaging events and the innovations it offers every year, Silmo Istanbul Optical Fair is becoming an important meeting point in the optical industry by increasing its impact on potential customers and target markets.



OUR PURPOSE



Opportunity to expand into **new markets**

We are an ideal and well-equipped platform for you to develop your business, expand your business area and take place in the new markets.



Colligating **Asia to Europe**

With its deep-rooted history and culture, we bring together industry professionals with effective knowledge on the functioning of the global conjuncture in Istanbul, the capital of trade and economy, which has the economic power to unite Europe and Asia.



Bonding you with your **business partners**

Thanks to our proven strength in the region, we bring European licensed brands together with business partners in the MENA region, while offering EMEA region sectoral experts the opportunity to do business with local and foreign manufacturers.



A perfect **atmosphere** of unity

Thanks to the fair atmosphere with every detail carefully considered by our professional team, we make it enjoyable for you to reach the brands, collections and products that you can find countless options, to follow sectoral innovations and technologies and to network.



Complemental force in **the region**

As we approach our eleventh anniversary, we are not only strengthening the dynamics of the Turkish optical industry, but also effectively filling the sectoral gap in the Middle East.

EVERYTHING ABOUT EYEWEAR

We aim to offer a fruitful trade environment with our ever-increasing number of exhibitors and professional visitors without giving up our unifying role between ASIA AND EUROPE.

WE CONTINUE TO GROW

STRONGER THANKS TO THIS

RESPECTED PURPOSE:

As Silmo Istanbul, our most important goal is to create a common platform where the exhibitors and visitors of the optical industry from Türkiye and the Middle-Near East, Central Asia, CIS, Balkans, Russia, Arabian Peninsula countries and North African countries can find the latest technological developments, innovations and designs together.

We offer you the opportunity **to exhibit your products** and meet the right buyers

We are establishing a competitive platform that **gives dynamism to the sector**

We enable you to follow **trends and innovations** with a professional organisation

We increase motivation through a sense of unity and **a vibrant business environment**

We create sectoral **awareness**

WHAT AWAITS **YOU?**

- A Thematic Selection of Optical and Sunglasses Frames: **Trend Forum**
- Smart Products, Virtual Reality, Innovations, Discoveries and Sustainable Production: **Futurology**
- Professional Speakers, Sectoral Topics & Trainings: **Silmo İstanbul Akademik**
- Special Awards for Production, Innovation, Creativity and Representation: **Silmo Award İstanbul**
- More Than 900 **Domestic and Foreign Brands**

SCOPE OF THE **FAIR**

- Optical Frames, Sunglasses and Optical Lenses
- Contact Lenses, Contact Lens Accessories and Maintenance Equipment
- Optical Industrial Machines
- Optometric, Ophthalmological Devices and Accessories
- Ophthalmological Measurement, Diagnostic and Therapeutic Devices
- Devices for Optical Workshops and Laboratories
- Eyewear Spare Parts and Eyewear Cases
- All New and Technological Developments in the Eyewear Sector

*You should also take
your place as an exhibitor at*
SILMO İSTANBUL

İSTANBUL with its
*Geopolitical Location
Connecting Europe
and Asia,
Deep-Rooted History,
Culture and Art,
Fascinating Bosphorus
and Unique Cuisine
and*

EVERYTHING ABOUT EYEWEAR

*If you are looking for an
innovative,
technological and reliable
manufacturer or
if you want to discover
and find new brands,
different collections,
special design products;
We invite you to
Silmo İstanbul between
20-23 November 2024.*



WHY SHOULD YOU BE A VISITOR?

International fairs are important trade events that professionals from various sectors come together where new products, technologies and services are exhibited. Participating in these fairs will offer you many advantages.



ENTER THE WEBSITE

To Register Online;
Visit www.silmoistanbul.com
click on the **Visitor Badge**
button on the right top and fill
the form pls.



ENTER THE FAIR WITH VISITOR BADGE

Print the visitor badge that
you get by filling the form
and enter the fair area easily
without loss of time.

Business **Opportunities**

Trade fairs offer a great platform to make business contacts and meet potential customers and partners. You can have the chance to explore new markets and find opportunities for co-operation.

Market Research and **Trends**

You get the chance to find the latest developments, new products and trends in the industry. This can help you keep your business strategies up to date and gain a competitive advantage.

Networking

Exhibitions offer the opportunity to interact directly with other professionals in the industry. It is a great environment to expand your business network, meet people with similar interests and exchange ideas.

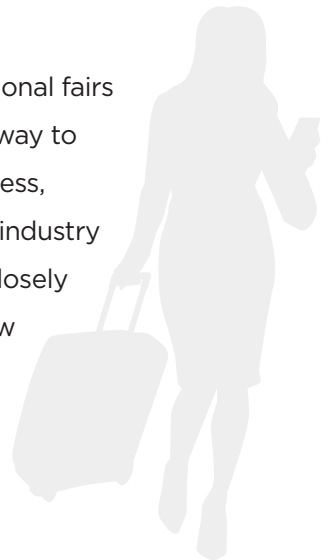
Promoting **Products and Services**

It is an ideal platform to promote your own products or services and show them to potential customers or business partners.

Training and **Seminars**

Many exhibitions host trainings, seminars and panels presented by experts in the industry. This gives you the chance to learn the latest knowledge and skills in the industry.

Visiting international fairs is an important way to grow your business, keep abreast of industry developments closely and discover new opportunities.



SILMO Award İSTANBUL

The **'Silmo Award İstanbul'** continues to support sustainable growth in Turkey's Optical Industry...

Silmo Award İstanbul has its roots in the prestigious Silmo d'Or awards, which has contributed greatly to the positioning and recognition of more than 350 companies and more than 1.500 brands in the global optical industry since 1994, honouring creativity and innovation at the highest level. Silmo Award İstanbul aims to promote the Turkish Optical industry, which has been growing more and more in recent years and has achieved success not only nationally but also internationally, by taking strength from the global impact of the Silmo d'Or awards, which have worldwide prestige and reliability.

Silmo Award İstanbul event not only rewards achievements, but also draws attention to the importance of promoting domestic production in Turkey and increasing the international competitiveness of local brands. The event aims to support sustainable growth in the sector by emphasising Turkey's production capacity and export potential in the optical industry, while strengthening the position of local brands in the national and international arena.

Silmo Award İstanbul, which will take place among the participating companies in Silmo İstanbul Optical Fair, which will bring together the entire sector for the 11th edition this year with the motto 'Everything About Eyewear', will present a total of 8 different awards, including 5 main categories and sub-headings, at a magnificent ceremony to be held on November 21, 2024.



Turkish Brand That Makes a Difference

SAUREN - Etiler Optik



International Brand Representation

SILHOUETTE - Ser Optik



Local Production - Sunglasses

SWING - Prestij Optik



Local Production - Optical Frames

MOOSHU - Gülce Optik



Local Production - Lenses

NOVAX - Beta Optik



Local Production - Children's Glasses

MINIMIX - Mercan Optik



Best Stand

CEMFA OPTİK



CEMFA OPTİK SANAYİ VE TİCARET A.Ş.

Best Optical Store

EMGEN OPTİK - İstanbul





SILMO

İSTANBUL

Akademik

Silmo İstanbul, which accepts it as a duty to support education and development in the optical industry in every field, aims to examine and report the innovation and change in the optical industry in 2022 and to present this selection of studies on the Optical Industry to industry experts by bringing together researches in this direction.

In its third year, Silmo İstanbul Akademik will bring together the world of academia, industry professionals and opticianship students with its carefully thought-out atmosphere and will share the latest trends and knowledge and experiences in the sector with professional speakers and carefully selected current topics for four days.



Visitors who have attended Silmo İstanbul Akademik programmes in the past years have had the opportunity to access current trends in the industry, future developments and quality information content. Silmo İstanbul Akademik, an area dedicated to lectures that provide insight into the key challenges and developments facing the industry, will continue to play a key role by contributing to in-sector training and the development of the industry, with the participation rate in training seminars increasing significantly year on year.

SILMO next

FUTURE AWAITS YOU

Offering countless innovations to all exhibitors and visitors from 20-23 November 2024, Silmo İstanbul Optics Fair will once again showcase the 'Trend Forum', presenting the main trends through a thematic selection of optical and sunglass frames from exhibitors to guide and

inspire Silmo İstanbul visitors. The hands-on Futurology area, which allows visitors to test smart products, discover innovations in virtual reality and try out a ground-breaking approach to sustainable manufacturing, will offer visitors an exceptional experience.

TREND FORUM

Metal Touches

Stainless steels, aluminum, titanium and beta titanium, which are among the indispensable materials of world-renowned premium brands in terms of high quality, lightness and durability, never lose their privileged place among trends. For eyewear that is an element of health and fashion, these metals are both chic and elegant. The touches of metal reinvent fashion.



Colorful and Playful Looks

Freely designed eyewear that push the limits of imagination in every color of the rainbow increase life motivation and leave the highest visual impact. Combined with appropriate materials, the result is a visual feast that eyewear lovers will admire. The colorful eyewear, which are presented as a result of the designers playing with colors as they wish, promise energy and fun to the user.



Classic Styles

Forms, structures, profiles and colors that have become iconic always make their users look fashionable or one or two steps ahead of fashion. Blending contemporary design languages with traces of the past, each classic frame embraces originality, universality and timelessness. When we look at eyewear enthusiasts, we see that they make room for noble classics and never compromise on them.



TRANSPORTATION TO THE FAIR

Istanbul Expo Center is located in the central location of Istanbul, in a very advantageous area in terms of transportation. It offers easy access to both exhibitors and visitors with many public transportation vehicles.



HOW TO GET TO THE FAIRGROUND?

There are multiple transportation alternatives to go from Istanbul Airport to Istanbul Expo Center. You can go to Istanbul Expo Center from airport by HAVAIST buses, taxi or by renting a car from Istanbul Airport.

SABIHA GÖKÇEN AIRPORT?

You can reach Sabiha Gökçen Airport by road, sea route and rail system. You can travel by Havabus buses from Sabiha Gökçen to Kadıköy and Taksim. At any point where you can reach the Metro on the European side, you can reach the Istanbul Expo Center by using the Metro route.

HAVAIST BUSES

When you leave Istanbul Airport, take the Havaist buses and get off at the Şirinevler stop. You can reach Istanbul Expo Center by using the M1A Yenikapı-Atatürk Airport metro route.

ON ARRIVAL BY INTERCITY BUSES

Esenler Bus Terminal should be preferred in order to make it easier for you to reach the fair area when arriving in Istanbul by an intercity bus. You can reach Istanbul Expo Center by using the metro going in the direction of Atatürk Airport from the metro station inside the Esenler Bus Terminal.

Which transportation options can we use to reach the fairground from other parts of Istanbul?

Istanbul Airport: Havaist Shuttles to Şirinevler Metro- IFM

Avcılar: Metrobus to Şirinevler Metro- IFM

Bostancı: Sea Bus to Bakırköy/Şirinevler Metro- IFM

Eminönü: Tram to Aksaray – Şirinevler Metro- IFM

Kabataş: Tram to Aksaray – Şirinevler Metro- IFM

Kadıköy: Sea Bus to Bakırköy/Şirinevler Metro- IFM

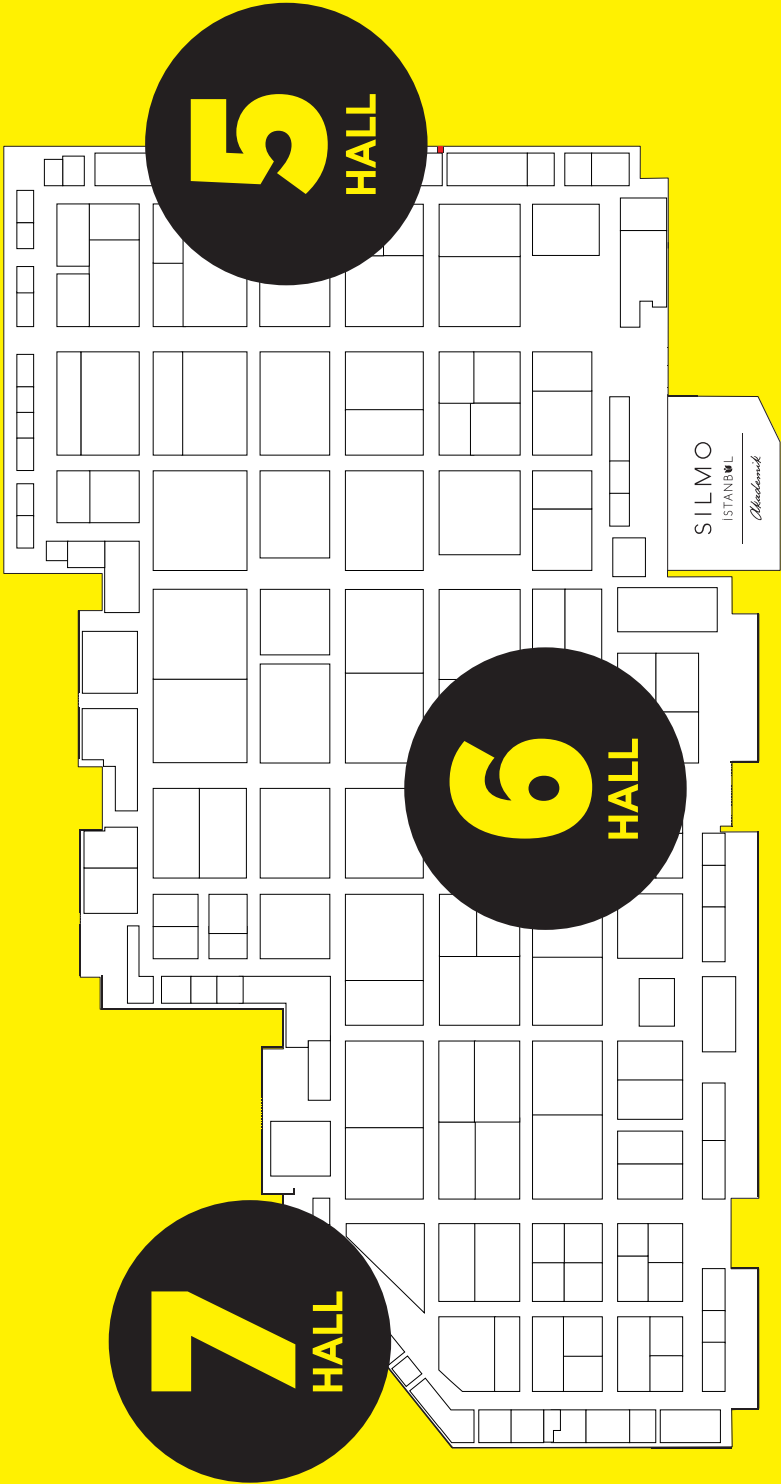
Mecidiyeköy: Metrobus to Şirinevler Metro- IFM

Sabiha Gökçen Port: Havataş Shuttles to Taksim- İETT Bus 96T Line

Sultanahmet: Tram Tr1 Line Zeytinburnu Metrobus to Şirinevler Metro- IFM

Taksim: İETT Bus 96t Line

Zincirlikuyu: Metrobus to Şirinevler Metro- IFM



SAVE

THE

DATE

SILMO

İSTANBUL

OPTICAL FAIR

INTERNATIONAL OPTICAL & OPHTHALMOLOGICAL PRODUCTS EXHIBITION

19 > 22 **2025**
NOVEMBER

İFM - YEŞİLKÖY

5-6-7 HALL

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US!**



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