

THE 33rd CHINA INTERNATIONAL OPTICS FAIR

第三十三届中国国际眼镜业展览会

9 - 11 / 9 / 2020

China International Exhibition Centre, Beijing 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. 东方国际展览有限公司

February 1, 2020

Dear Marketing Director,

Re : The 33rd China International Optics Fair. Beijing **[CIOF 2020] Participation Invitation**

Hope this correspondence finds you and your family in good health.

Regarding CIOF 2020, it will take place in Beijing in the span of *September 9-11* at China International Exhibition Centre. We would love so much to have your presence, and hereby we now officially invite your reputed Company to exhibit at CIOF 2020.

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 their 108 recognized distinguished exhibitions
- One of the best 10 exhibitions recognised by the China National Light Industry Council
- Is a recognized exhibition of the Beijing Municipal Commission of Commerce

To recap, CIOF 2019 proudly showcased 807 exhibitors in total in the span of September 9-11, 2019 at China International Exhibition Centre, Beijing (CIEC). 185 international exhibitors & 245 global brands from 21 countries and regions, including Austria, China, Denmark, France, Germany, Hong Kong SAR, India, Israel, Italy, Japan, Korea, Kuwait, Lithuania, Malaysia, Singapore, Spain, Switzerland, Taiwan province, UAE, UK & the USA, spared no efforts in accomplishing their marketing exercise, with concrete outcomes and orders in the aftermath. CIOF 2019 again showed off a mega gross exhibition area of 55,000 square metres and the Procurement Zones were at our International Hall in CIEC, the adjacent Beijing Royal Grand Hotel and Grand Metropark Hotel. Brand promotion and the advocacy of high technologies deployment were the themes of CIOF 2019. She also *marked 72,844 times of visiting*, which was undoubtedly impressive amidst global economic slow-down.

One thing that buyers will never get tired of : brands, brands and brands. Shown below is a glimpse of our renowned international brands at CIOF 2019 and the list is inexhaustible :

Brand name	Country	Major line of business
999.9	Japan	Optical frames & sunglasses
3.1 Philip Lim	USA	Sunglasses
ABBR	Korea	Optical frames & sunglasses
Adidas	Austria	Optical frames & sunglasses
Aigner	Germany	Optical frames & sunglasses
Airlight	France	Optical frames & sunglasses
Agnes b	France	Optical frames & sunglasses
Arkema	France	Raw materials
Bausch + Lomb	USA	Contact lens
BJ Classic Collection	Japan	Optical frames and sunglasses
Boston Club	Japan	Optical frames and sunglasses
Briot	France	Visual testing equipment
Bywp	Germany	Optical frames & sunglasses
Carl Zeiss	Germany	Lens
Cazal	Germany	Optical frames & sunglasses
Cerium	UK	Lens manufacturing & processing machinery; raw materials
DITA	USA	Optical frames & sunglasses
Etnia Barcelona	Spain	Optical frames
EMS – Grivory	Switzerland	Raw materials
Essilor	France	Lens
Grilamid TR90 EMS	Switzerland	Raw materials
Hoya	Japan	Lens
Huvitz	Korea	Visual testing equipment

Brand name	Country	Major line of business
IC!Berlin	Germany	Optical frames and sunglasses
Japan Village – an exceptional pavillion	Japan	At CIOF 2019, we were very honoured to concert the designing mega-force of 15 famed Japanese entities, spanning the trendiest designer frames, sunglasses and state-of-the art craftsmanship manifested in the realm of lens production
J.F.REY	France	Optical frames and sunglasses
JILL STUART	USA	Optical frames and sunglasses
Korean Pavilion and individual Korean exhibitors	Korea	At CIOF 2019, an all-embracing parade of Korean forces showcased truly marvellous frames, contact lenses, spectacle lenses and tip-top equipment. Apart from individual participants, members of Korea Optical Industry Agency (KOIA) had formed the official participation group again to show the best optical products of Korea to China and the world
Levi's	USA	Optical frames and sunglasses
Linda Farrow	UK	Sunglasses
Lindberg	Denmark	Optical frames and sunglasses
Lunor	Germany	Optical frames and sunglasses
Markus-T	Germany	Optical frames and sunglasses
Masunaga	Japan	Optical frames and sunglasses
Matsuda	Japan	Optical frames and sunglasses
Maybach	Germany	Optical frames and sunglasses
Menrad	Germany	Optical frames
Minima	France	Optical frames and sunglasses
Monoqool	Denmark	Optical frames and sunglasses
Moscot	France	Optical frames
MUST BY GRAFIX	Germany	Optical frames and sunglasses
MW by Linda Farrow	UK	Sunglasses
Mykita	Germany	Optical frames
Native Sons	Japan	Optical frames and sunglasses
New Balance	USA	Optical frames and sunglasses
Nidek	Japan	Visual testing equipment
Oxibis	France	Optical frames and sunglasses
S.T. Dupont	France	Optical frames and sunglasses
Schneider	Germany	Coating machines and edgers
Silhouette	Austria	Optical frames and sunglasses
Steady	Japan	Optical frames and sunglasses
Stepper	Germany	Optical frames and sunglasses
Thom Browne	USA	Optical frames and sunglasses
Topcon	Japan	Visual testing equipment
Victoria Beckham	Italy	Optical frames and sunglasses
Viktor and Rolf	Holland	Optical frames and sunglasses
Vycoz	Korea	Optical frames
Woehlk	Germany	Contact lens
Wolfgang Proksch	Germany	Optical frames and sunglasses
Yuichi Toyama	Japan	Optical frames and sunglasses
Zeiss	Germany	Contact lens

CIOF 2020 will achieve more and better. Speaking of the truth, global optical entities are already scrambling for space at this very early stage! And hence it is strongly advisable for your renowned establishment to book early:

<i>The number of square metres envisaged :</i>	
<i>Would you design your own stand? :</i>	
<i>Brands to carry? :</i>	
<i>Contact Person :</i>	
<i>Electronic mail address :</i>	
<i>Desiring to place advertisements in our CIOF2020 catalogue also?</i>	

When you are less busy, please do kindly furnish us with the information as stated above via return electronic mail and your kind assistance would be tremendously appreciated.

We look forward to seeing and serving you in Beijing this Autumn.

Thank you and warmest regards.

ORIENT INTERNATIONAL EXHIBITION CO., LTD.

Tel : (852) 2789 3220

Fax : (852) 2789 3260

Website : www.orientexhibition.com.hk