

Proudly announce The 31st China International Optics Fair (CIOF 2018) to be Held in Beijing This September

For immediate release

CIOF 2018, the 31st China International Optics Fair, shall continue the legend in making breakthroughs and presenting the latest worldwide and Chinese cutting-edge products and technology in front of buyers from all over the world this autumn. We cordially invite you and all your editorial colleagues to attend the most sizeable and most authoritative optical exhibition of China as well as Asia, CIOF 2018, the 31st China International Optics Fair, which is to be held on September 10-12, 2018 at the China international Exhibition Centre, Beijing.

CIOF is undoubtedly a Distinguished Optical Exhibition which is 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

For the time being, CIOF 2018 will be proudly accompanied by 801 exhibitors in total and 191 international exhibitors and 610 Chinese exhibitors, with 240 global brands respectively from 21 countries and regions. CIOF 2018 will again show off a mega gross exhibition area of 55,000 square metres and the Procurement Zones will be at Grand Metropark Hotel and the adjacent Radisson Blu Hotel Beijing. Brand promotion and the advocacy of high technologies deployment will again be the themes of CIOF 2018. It is also important to note that at CIOF 2018, full support of the Chinese optical industry is evident, with more than 600 Chinese exhibitors present. There will be participation groups from various eyewear production bases of the country and all reputed Chinese eyewear brands will be present. In other words, buyers and the media can enjoy the convenience of visiting all Chinese and international exhibitors at one go, viewing all the famous brand names.

To elaborate, CIOF 2018 will display and demonstrate the latest optical products, ranging from spectacle frames, sunglasses, lenses to contact lenses, from visual test equipment, machinery and raw materials for making spectacle frames and lenses to instruments for optometry and ophthalmology.

Shown below is a glimpse of our renowned international brands at CIOF 2018, which are certainly not conclusive :

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
Agnes b	France	Optical Frames & Sunglasses
Arkema	France	Raw Material
Bape	Japan	Optical Frames & Sunglasses
Bausch + Lomb	USA	Contact Lens
Boston Club	Japan	Optical frames and sunglasses
Briot	France	Visual Equipment
Bywp	Germany	Optical Frames & Sunglasses
Carl Zeiss	Germany	Lens
Cazal	Germany	Optical Frames & Sunglasses
Cerium	UK	Lens Manufacturing & processing Machinery, Raw Material
Citizen	Japan	Optical frames
DITA	USA	Optical Frames & Sunglasses
ED Hardy	USA	Sunglasses
EMS-Grivory	Switzerland	Raw Material
Essilor	France	Lenses
Evisu	Japan	Optical Frames & Sunglasses
Frank Custom	Korea	Optical Frames & Sunglasses
Grilamid TR90 EMS	Switzerland	Raw Materials
Hoya	Japan	Lenses
Huvitz	Korea	Visual test equipment
ICI Berlin	Germany	Optical frames and sunglasses
Gotti	Switzerland	Optical frames and sunglasses
Grilamid TR90 EMS	Switzerland	Raw Materials
J.F.REY	France	Optical Frames & Sunglasses
JILL STUART	USA	Optical Frames & Sunglasses
Korean Pavilion and individual exhibitors	Korea	At CIOF 2017, an all-embracing array of Korean forces will showcase truly awesome

		frames, contact lenses, lenses and tip-top equipment. Apart from individual participants, members of Korea Optical Industry Agency (KOIA) form the official participation group again to show the best optical products of Korea to China and the world.
Lafont	France	Optical frames and sunglasses
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 & Sunglasses
Matsuda	Japan	Optical Frames & Sunglasses
Maybach	Germany	Optical Frames & Sunglasses
Minima	France	Optical frames and sunglasses
Mita	Germany	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
Neitz	Japan	Visual test equipment
New Balance	USA	Optical Frames & Sunglasses
Nidek	Japan	Visual test equipment
Onono	Germany	Optical Frames & Sunglasses
Oxibis	France	Optical frames and sunglasses
Paris Hilton	USA	Sunglasses
Perfect Number	Japan	Optical frames and sunglasses
Rudy Project	Italy	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 test equipment
Victoria Beckham	Italy	Optical frames and sunglasses
Woehlk	Germany	Contact Lens
Yuichi Toyama	Japan	Optical frames and sunglasses
Zeiss	Germany	Contact Lens

Indeed, to stand out in a mega show like CIOF 2018, international exhibitors really have no better alternatives to catch attention than to “enlarge themselves” on top of assuring best quality display. Ponder the following :

Name of exhibitor	Country of brand origin	Line of business	% ↑ in CIOF 2018 exhibit area as compared with CIOF 2
Beijing Perfect Sight Glasses Co., Ltd.(J.F.Rey, Minima, Oxibis)	France	Optical frames and sunglasses	↑ 60%
Chang’s(DITA,IC!Berlin,Thom Browne)	USA, Germany	Optical frames and sunglasses	↑ 50%
PUYI(Linda Farrow, Victoria Beckham)	Italy	Optical frames and sunglasses	↑ 162.5%

This year first-time exhibitors in CIOF 2018 include :

Brand name	Country	Major line of business
ABBR	Korea	Optical frames and sunglasses
Haze Collection	USA	Optical frames and sunglasses

Introduction of some international exhibitors of CIOF2018

This year at CIOF 2018 we still have many famous designer brands including 999.9, 3.1 Phillip Lim, ABBR, BJ Collection, Boston Club,Bywp, DITA, Frank Custom, Gotti, Ic!Berlin, J.F.Rey, Lafont, Linda Farrow, Lindberg, Lunor, Markus-T, Masunaga, Matsuda, Minima, Monoqool, Moscot, Must By Grafix, Mykita, Native Sons, Onono, Oxibis, Plus, Thom Browne, Victoria Beckham & Yuichi Toyama etc; Lens brands such as Carl Zeiss, Hoya & Essilor etc; Contact lens brands such as Bausch + Lomb, Woehlk, Zeiss & etc;

Full support by Korea Optical Industry Agency (KOIA)

There are 25 Korean exhibitors, including members of the Korea Optical Industry Agency (KOIA) and individual Korean companies, to name but a few CMA Global,

Huvitz, James Optical, New Bio, Polytouch, World Trend. They altogether occupy over 500 sqm in CIOF 2018's international hall.

Specific Area for Machinery and Equipments

There is a specific area for the exhibitors showing eyewear production machinery and visual test equipment in the international hall. Many well-known international exhibitors will showcase their up-to-date machinery and equipment in that zone, some of the machinery & equipment brands include Briot, Charops, Dia, Essilor, Huvitz, Neitz, Nidek, Schneider, Takagi, Tomey, Topcon & Visionix etc are also on display there.

The CIOF has been featured on media outlets of the globe, such as: China Glasses Science and Technology (China), Eyezone (Kuwait), Fneyefocus (Korea), Focus (China), Four Plus Media (UAE), Gankyo (Japan), Indian Optician (India), MAFO (Germany), Optical World (UK), Optikey (Italy) & VEKO (Russia).

For the latest developments on CIOF 2018, 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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