



SILMO

Paris

THE OPTICAL FAIR

#silmo50

SILMO PARIS, 50 YEARS OF COMMITMENT

2017 is a key year and an anniversary year, as SILMO PARIS 2017 is celebrating its half century, all the while looking to the future and emphasizing its pivotal role in the domestic and international optics and eyewear sector. Once a year industry professionals get together to buy and sell, as well as to discuss and socialize in a uniquely sociable (and highly-valued) ambiance in Paris at the heart of Europe.

Over the past 50 years, SILMO PARIS has demonstrated its adaptability and close relationship with sector businesses while managing its own expansion, incorporating the new generations of brands and designers, adapting to market developments, offering an effective business platform and a consistent quality level in order to optimize the investment made by exhibitors and visitors alike.

SILMO PARIS has created information, training and development tools (*social platforms, our magazine Digital Trends by SILMO, trend forums, Silmo d'Or, Silmo Academy*), publications and resources to showcase the sector's creativity and vibrancy in order to offer a real discussion and interactive content service before, during and after the trade show.

Since SILMO PARIS was founded, the trade show has extended its sphere of influence by launching strategic offshoots - SILMO ISTANBUL AND SILMO SYDNEY – with the aim of meeting the high expectations of high-potential markets. This approach seeks to bolster SILMO PARIS' international dimension and help interested businesses to explore growth markets.

SILMO PARIS is an influential, pioneering and groundbreaking trade fair. We are also a proactive trade fair, working with and alongside all the stakeholders in the optics and eyewear sector in France and worldwide. 2017 is our anniversary and celebratory year, but first and foremost this is a year of constructive change. The organizers want to set in motion a (r)evolution to ready SILMO PARIS for the next 50 years!

YOUR RENDEZVOUS WITH THE FUTURE IS ON 6-9 OCTOBER 2017.