



Press release: 2018 results

SILMO Istanbul 2018, a trade fair that counts

For its 6th edition, which was held from 13 to 16 December 2018, SILMO ISTANBUL demonstrated how it has quickly become an essential event on the horizon of trade fairs specializing in the optical and eyewear industry.

Pursuing continual growth since it was founded, SILMO ISTANBUL welcomed 150 companies and 647 brands throughout the three levels of the 17,000 m² of Istanbul Expo Center Yeşilköy, and was attended by 10,784 visitors for an increase of 16% compared to 2017. There was a tremendous increase in international visitors: + 27.5%, or 1,627 professionals in attendance.

This powerful upswing reflects the ambition of this trade fair to win over the heart of the Eurasian zone – encompassing the great economic power of the Balkans, the Middle East, Central Asia and North Africa –, which is emerging as the ideal meeting point for the optical and eyewear industry. In particular, the MENA (Middle East and North Africa) zone addresses a market of nearly 350 million consumers with growing purchasing power. Thanks to the international exposure of SILMO ISTANBUL, optical and eyewear professionals had the opportunity to encounter Turkish and foreign producers and to boost their business in Istanbul, the economic capital of Turkey.

A great deal of business was conducted at this latest edition, in the convivial atmosphere which is the signature of Silmo. The trade fair demonstrates excellence from its organization to its reception and exhibitions, in the image of an industry that demands expertise, skill and creativity.

<https://www.silmoparis.com/Decouvrez-Silmo/Presse/Communiques-de-presse/Bilan-SILMO-Istanbul-2018>

Don't miss the 2019 edition of SILMO ISTANBUL, which will be held from November 21 st to 24th.