



2019

PRESS RELEASE  
27 - 30 SEPTEMBER

N°3

## SILMO PARIS 2019, THE PRE-PROGRAMME...

The 2019 edition of SILMO PARIS promises to be a dynamic one, with very active sales (92% of objectives are already reached with 5 months to go before the trade fair opening) and the activity programme is as rich as ever. A detailed overview.

### SILMO NEXT

This futurology space remains the central prospective optical hub at the heart of the trade fair, with theme lectures on the markets, innovative business corners that anticipate technological changes, and a discussion space where visitors may better encounter and understand what is going to transform the optical and eyewear industry, products and distribution services.

For this edition, the concept of anticipation takes on a whole new meaning with a world première of the **Silmo HACKATHON!**

For 24 hours non-stop, five international multidisciplinary teams of five people each are invited to imagine tomorrow's retail world. Open to professionals of vision, distribution, merchandising, design, social sciences, marketing and production – from the optical industry or elsewhere – this collaborative event should provide stimulating answers to the changes underway.

<https://youtu.be/TnM58Tu4tsg>

And because when you think anticipation, you think trends, the SILMO NEXT space features, as always, “La Sélection”, an exclusive panorama of the exhibitors' trendy products, presented and showcased with regard to the edition of the digital magazine TRENDS by SILMO.

### SILMO D'OR AWARDS

Because the future is nothing without the present (or the past, for that matter!), the SILMO D'OR awards have been recognising the best in creation and innovation since 1994.

These now very eagerly-awaited awards – and the ceremony held for them in an emblematic location of the French capital – are celebrating their 25th anniversary. This symbolic date will be an opportunity to put a temporal perspective on the technological innovations and stylistic creations that have driven the optical and eyewear world over the years.



2019

PRESS RELEASE  
27 - 30 SEPTEMBER

N°3

## SILMO ACADEMY

Always well-attended by opticians and vision specialists, SILMO ACADEMY will be held on Sunday 29 September, 2019 on the theme of “refraction”, for which the full programme of lectures and speakers will be specified at a later date.

From its beginnings, the “SILMO ACADEMY has set itself the objective of guiding optical and ophthalmological professionals in their approach to excellence by offering workshops and a scientific seminar through which they may perfect their knowledge and speak with experts in each field.”

This training commitment goes hand-in-hand with research.

For the fourth consecutive year, the Silmo Academy Scientific Council will award a grant of €10,000 to an optical vision scientific research project. The competition is open to all researchers and research teams who wish to apply, following a selection process.

## SILMO M@TCH

Like a Swiss army knife for your participation before, during and after the trade fair, this multi-purpose application is a source of networking and information to optimise your SILMO experience.

It allows you to schedule meetings, discover innovations and new products, search according to special criteria, receive personalised suggestions, discuss various subjects with professionals, and so on. A true pocket network that keeps you in the know of business opportunities as they arise.

TODAY  
SILMO IS

**6**  
TRADE FAIRS

Paris  
Bangkok  
Istanbul  
Sydney  
Copenhagen  
Berlin

**53 900**  
VISITORS

**1 650**  
EXHIBITORS

**110 000 m<sup>2</sup>**  
OF EXHIBITION AREA