



Press release – August 2021

SILMO PARIS 2021, THE FUTURE IS COMING!

Preparations are intensifying and the 2021 edition of the international rendezvous for optics and eyewear is looking optimistic: “Finally, the entire industry will be able to gather together again”, Amélie Morel, President of SILMO Paris, reminds us, as she provides an update along with Eric Lenoir, Director of the Fair, in a video for all the visitors. *

In summary:

The 2021 edition will be along the same lines as previous editions in terms of both content and style, with already more than 500 confirmed exhibitors representing every aspect of the industry, whose regularly updated list can be found on the Fair’s website (<https://www.silmoparis.com/Catalogue>).

Encouraging figures for visitors’ pre-inscription with already 53% of international registrations: “Figures so far suggest distribution of France-international participation similar to that of 2019 and lead us to believe we’re on track for a global fair”, observes Eric Lenoir.

A Fair where information, trends and the showcasing of innovations lend substance to the strength of SILMO Paris: SILMO Next with market conferences, the presentation of tendencies and decoding of the sector, which help us in co-building a technologically sustainable future together. SILMO d’OR with the announcement of the 2021 winners and SILMO Academy with the award of a €10,000 grant for a research project in the field of optics and vision science.

A convivial and festive event where safety is ensured and constraints are fewer thanks to the health pass for visitors and exhibitors throughout the Fair, in compliance with the regulations in force in France.

Ongoing mobilisation with a communication campaign for visitors and exhibitors who wish to demonstrate their support with the hashtags #SILMOParis I’m here! #SILMOParis I’ll be there! A nod of recognition acknowledging that SILMO Paris has become what it is today - unique, inspiring and welcoming, thanks to all the professionals, opticians, businesses, the press etc.- <https://en.silmoparis.com/Visitors/Communicate-on-your-participation>

An edition to encourage discussions and discoveries and looking towards the future as always, “with nevertheless an additional element: the power and emotion of reunion”, underlines Amélie Morel.

* <https://www.silmoparis.com/Autres-menus-Home/Slider-actualites-du-salon/Rendez-vous-au-SILMOParis>