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Press release



SILMO Paris 2022 *Welcoming visionaries*

The strength and appeal of trade fairs are still just as great: they promise encounters with clients and prospects, growth in turnover, and broader business horizons. They also offer the opportunity to take stock of the state of the sector, the reality of the market, and the new trends in terms of innovation and creation.

An undeniable international business hub and a remarkable platform for envisioning the future of the optical and eyewear industry, **SILMO Paris** is its most tangible reflection. Far from just a marketing slogan, its message, “Welcoming Visionaries”, is a rallying cry convening new ideas, concepts, technological developments, and trends.

An overview of the highlights not to be missed throughout SILMO Paris 2022!



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At the heart of the event, professionals cannot overlook the interdisciplinary discussion space **SILMO Next**.

This showcase for creation and innovation hinges around various complementary focuses: **lectures**, **workshops** exploring new technologies (the Metaverse, intelligent glasses, and so on), and **talks**, not to mention the **digital village** where companies gather to promote and sell their high-tech products.

But what would technology be without tradition and savoir-faire?

That's why the **Meilleurs Ouvriers de France (MOF)** will also be highlighted on SILMO Next. This expression of eyewear crafting heritage will demonstrate that the present and future intermingle in creativity and tradition.

In this echo chamber of imagination, conception and design, don't miss the **Trends Forum**. With its selection of the best optical and sunglasses frames of all the exhibitors attending the trade fair, it reflects the **TRENDS by SILMO digital magazine**.

The much sought-after, much-awaited **SILMO d'OR** awards will also occupy a place of choice. Like a living showcase for innovation, the products nominated for the 2022 edition and the winners will be revealed to the entire profession.

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And, new in 2022, the SILMO Next will exhibit the winning creations of the first **OPTICAL DESIGN CONTEST**. A prize deserving of the challenge will be awarded to the winner of the competition at the next SILMO Paris.

In keeping with this approach, and to accompany ophthalmic optical professionals in their pursuit of excellence, SILMO Paris will, once again, support research in the Vision and Optical Sciences with **SILMO Academy**.

The Scientific Council will select one project to receive a grant of €10,000. This year will also be an opportunity to discover the results or developments of the winning projects which received SILMO Academy grants in 2021, 2020 and 2019.

Join us from 23 to 26 September 2022 at Paris Nord Villepinte. Welcoming visionaries!

