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RIYADH • Saudi Arabia

SILMO arrives in Riyadh and opens up a new territory for the international optical industry

SILMO is continuing its international expansion and is announcing the launch of **SILMO Riyadh**, a major new event to be held from **April 2 to 4** at the **Riyadh International Convention & Exhibition Center (RICEC)**.

Designed as a strategic platform for the entire optics and eyewear industry, SILMO Riyadh is part of a strong regional growth dynamic and responds to the rapid evolution of the vision care market in the Middle East. **Its ambition is to drive synergies, encourage exchange and accelerate development opportunities across the sector.**

Riyadh, at the heart of a fast-changing market

With an optical market estimated at more than \$7.6 billion in the Middle East, including \$2.2 billion in Saudi Arabia, and annual growth of 8% to 10%, the region is now establishing itself as a strategic area for international industry players.

A capital city undergoing rapid transformation, Riyadh is emerging as a major hub, bringing together a dynamic ecosystem of manufacturers, distributors and healthcare professionals.

A unique format combining science, education, innovation and business

SILMO Riyadh is part of a unique global framework bringing together:

- **SILMO Riyadh**, showcasing the international offering
- **The 6th World Congress of Optometry (WCO)**
- **The annual congress of the Saudi Society of Optometry (SSO)**
- **OptiVision**, a platform dedicated to local stakeholders

This hybrid format combines products, scientific content and high-level networking, creating an environment that supports collaboration and highlights innovation.



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Strong partners for an ambitious rollout



SILMO Riyadh is built on a strategic collaboration with the **Saudi Society of Optometry (SSO)**, a well-known educational and scientific society.

This alliance ensures a strong local presence, combined with SILMO's international expertise in creating high value-added professional events.

Through this launch, SILMO confirms its determination to position itself at the heart of high-potential markets and to deliver platforms that are ever more closely aligned with the global challenges facing the sector.

« With SILMO Riyadh, we are opening a new platform of expression for the optical and eyewear industry, at the heart of a region undergoing profound transformation.

This event is designed to build lasting bridges between local and international stakeholders, in the service of innovation and vision care »,
Amélie Morel, President of SILMO Paris

