

SILMO

OPTICS &
EYEWEAR
PARTNER
SINCE 1967

presents

SILMO

SINGAPORE

ASEAN OPTICAL FAIR

SHOWGUIDE

12.13.14
APRIL 2023

SUNTEC SINGAPORE

www.silmosingapore.com



Welcome Message

Professionals from all Asia-Pacific countries and beyond who work every day to improve eyesight and the beauty of eyewear, professionals enthusiastically involved, sharing strong values and bringing new perspectives to the optical world, welcome to Silmo Singapore first edition.

Welcome to those who are looking for inspiration, education, business and community gathering.

Your participation, your presence, your commitment, dear pioneers, are the foundations on which we will develop together an event that brings value to all visionaries of the industry.

Thank you all and greetings for a successful show.

Jerome Colin

President
Silmo International



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SILMO Trends

Optical and sunglasses follow the seasonal rhythms and creative meanderings of fashion and design to inspire aesthetic trends and original style. Eyewear manufacturers, designers and brands are addressing three meaningful themes that will impact the aesthetics of frames:

> **PLAY COLOR**

Shades that add some pep to the eye are always in style. A kaleidoscope of intense color is always in trend, with bright palettes of fuchsia, orange, peach, coral and yellow that contrast with bottle green, khaki green, black, and brown.

> **THINK BIG**

Maximalism is fashionable! Eyewear takes on exuberant, vibrant and unique silhouettes with stunning curves. Curves evoke a sense of movement and dynamism, while revealing a strong and ergonomic style. Designed for the eyewear wearers of the 21st century, the vintage spirit has been reinvented and modernised.

> **BE MIX-AND-MATCH**

The art of mixing, composing and recomposing materials and shapes – These glasses display a creative hybridisation of alloys of materials, effects of associated surfaces, complex and/or daring structures, and succeed in combining the classics and fantasy.

Futurology

Ecodesign, new materials, circular economy, connected products; the Futurology space will examine the theme of techno-responsibility through the lens of foresight and innovations that will gradually shape the future of optics and eyewear.



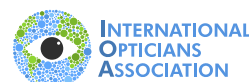
SILMO Talks

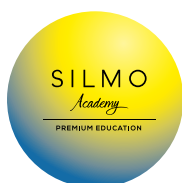
At the heart of the exhibition, SILMO Talks is a space for expression and sharing of experiences that will enable all major players in the sector to create new synergies and to compare their points of view on the future of their businesses.

12 April 2023 - Day 1, Wednesday	
Time	Improving Practice
10:00 am	Developing Patient Loyalty in a Professional Way Stephen Caunter (New Zealand)
11:00 am	Paediatric Prescription Analysis Fiona Anderson (United Kingdom)
12:00 pm	Introduction to SILMO Next Sebastien Brusset (France)
01:00 pm	The Optical Shop of the Future Jean Philippe Sayag (France)
Sustainability	
02:00 pm	Creating a Sustainable Optometry Practice Elaine Grisdale (United Kingdom)
03:00 pm	New Frame Materials and Their Eco-Credentials James Conway (United Kingdom)
04:00 pm	The Power of 1% to Boost the Bottom Line Stephen Caunter (New Zealand)
13 April 2023 - Day 2, Thursday	
Time	Sustainability
10:00 am	Creating a Sustainable Optometry Practice Elaine Grisdale (United Kingdom)
11:00 am	New Frame Materials and Their Eco-Credentials James Conway (United Kingdom)
12:00 pm	The Power of 1% to Boost the Bottom Line Stephen Caunter (New Zealand)
Improving Practice	
01:00 pm	Introduction to SILMO Next Sebastien Brusset (France)
02:00 pm	The Optical Shop of the Future Jean Philippe Sayag (France)
03:00 pm	Developing Patient Loyalty in a Professional Way Stephen Caunter (New Zealand)
04:00 pm	Size Matters - Taking Measurements for a Hand Made Frame Dr Alica Thompson (United Kingdom)
14 April 2023 - Day 3, Friday	
Time	Optics Special Interest Groups
10:00 am	Creating a Sustainable Optometry Practice Elaine Grisdale (United Kingdom)
11:00 am	Paediatric Prescription Analysis Fiona Anderson (United Kingdom)
01:00 pm	Developing Patient Loyalty Stephen Caunter (New Zealand)
03:00 pm	The Changing World of Low Vision Helen Whitaker (Canada)
04:00 pm	Applications for Myopia Management Lens Technologies in Practice Grant Hannaford (Australia)

Programme updated as of 6 April 2023.
The Organising Committee may, in its discretion, amend any part of the programme without prior notice

Programme Partners
of SILMO Talks





SILMO Academy

SILMO Academy is a scientific symposium that is happening for 2 days.
Suntec Singapore Convention & Exhibition Centre
Level 3, Summit Room 2

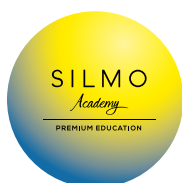
Programme Partners of SILMO Talks



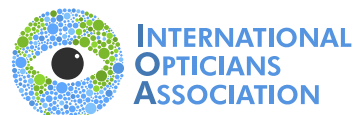
**INTERNATIONAL
OPTICIANS
ASSOCIATION**

12 April 2023 - Day 1	
Clinical Conference Plenary Sessions	
Time	Myopia Management
09:30 am	Welcome / Introduction Elaine Grisdale (IOA)
09:40 am	Latest Trends in Myopia Management Prof Mark Bullimore (United States)
10:40 am	Potential Environment-Based Strategies for Myopia Prevention and Control Prof Weizhong Lan (China)
11:30 am	Break
12:00 pm	AI to Monitor and Predict Myopia Progression Dr Li Lian Foo (Singapore)
12:45 pm	Repeated Low Level Light Therapy: An Alternative Myopia Control Strategy Prof Mingguang He (Australia)
01:30 pm	Panel Discussion / Q&A
01:45 pm	Lunch
02:45 pm	Welcome / Introduction Ken Tong (SOA)
02:55 pm	The Genetic Architecture of Myopia: The Born in Bradford Study Dr Neema Ghorbani Mojarrad (United Kingdom)
03:45 pm	Fit is Everything - Frame and Lens Positioning in Myopia Management Dr Alicia Thompson (United Kingdom)
04:45 pm	Break
05:15 pm	Myopia Management: The Opportunity and the Imperative Dr Kate Gifford (Australia)
06:15 pm	Panel Discussion / Q&A
06:30 pm	End

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Programme Partners of SILMO Talks



13 April 2023 - Day 2	
Clinical Conference Plenary Sessions	
Time	Lifestyle and Ophthalmic Practice
09:30 am	Welcome / Introduction Ken Tong (SOA)
09:40 am	Eyecare Professionals Role in Reducing Fall Risks in Older People Assoc Prof Alex Black (Australia)
10:30 am	The Changing World of Low Vision? Helen Whitaker (Canada)
11:15 am	Break
11:40 am	Sports Vision - Improving Patient Performance Michelle Beach (United Kingdom)
12:30 pm	Occupational Dispensing - Eddie's New Prescription Fiona Anderson (United Kingdom)
01:15 pm	Panel Discussion / Q&A
01:30 pm	Lunch
Primary Care	
02:30 pm	Welcome / Introduction Elaine Grisdale (IOA)
02:40 pm	Primary Care in Optometry - International Update and Future Perspectives Dr Cindy Tromans (United Kingdom)
03:30 pm	Big Data and Artificial Intelligence in Optics Grant Hannaford (Australia)
04:15 pm	Break
04:45 pm	Ageing Well with Good Eyesight Chui Wen Juan (Singapore)
05:30 pm	Improving Quality of Life for People Living with Dementia Through Patient Centred Care Elaine Grisdale (United Kingdom)
06:15 pm	Panel Discussion / Q&A
06:30 pm	End

Programme updated as of 6 April 2023.
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Access to the Show

Opening Hours

12-13 April: 9am to 6pm

14 April: 9am to 5pm

Venue

Suntec Singapore Convention & Exhibition Centre

1 Raffles Boulevard Singapore 039593

Directions



BY CAR/TAXI:

Alight at our driveway along Temasek Boulevard, where The Big Picture is located. For those driving, you may access our basement carpark via the following routes:

- Nicoll Highway
- Raffles Boulevard (from Bras Basah Road)
- Temasek Avenue (from Raffles Boulevard)
- Rochor Road exit from East Coast Expressway (ECP)

Park at West Wing (Green Zone) and use lift lobbies A or B for quick access to Suntec Singapore (L3, L4 or L6).



BY TRAIN:

Alight at Esplanade or Promenade[^] via the Circle Line, and City Hall* via the East West Line. Follow these directions to get to Suntec Singapore:

- From CC3 Esplanade MRT Station (3 min):
Take Exit A and follow the signage to our Centre
- From CC4 Promenade MRT Station (5 min):
Take Exit C, walk through Suntec City Mall and follow the signage to our Centre
- From EW13 City Hall MRT Station (8 min):
Walk through City Link Mall and then Esplanade Exchange to get here

[^]Promenade is also on the Downtown Line.

*City Hall is on the East West Line and North South Line.



BY BUS:

Depending on which bus service you are taking, you may choose to alight at the following stops:

- Suntec Singapore:
36, 70M, 111, 133, 133A, 162M, 518, 518A, 700A, 857, NRI, 97, 97A, 70A, 106, 502, 502A, 502B, 518, 551, 578, 581, 577, 580, 575, 576, 579
- Opposite Suntec Singapore:
36, 36A
- Suntec Tower Two:
107M, 551, 578, 581, 577
- Suntec Tower Three:
36, 36A, 531
- Suntec City/ Opposite Suntec City:
10, 14, 16, 70, 70M, 196, 608, 541, 547, 70A, 196A

SERVICES AND AMENITIES



Toilets

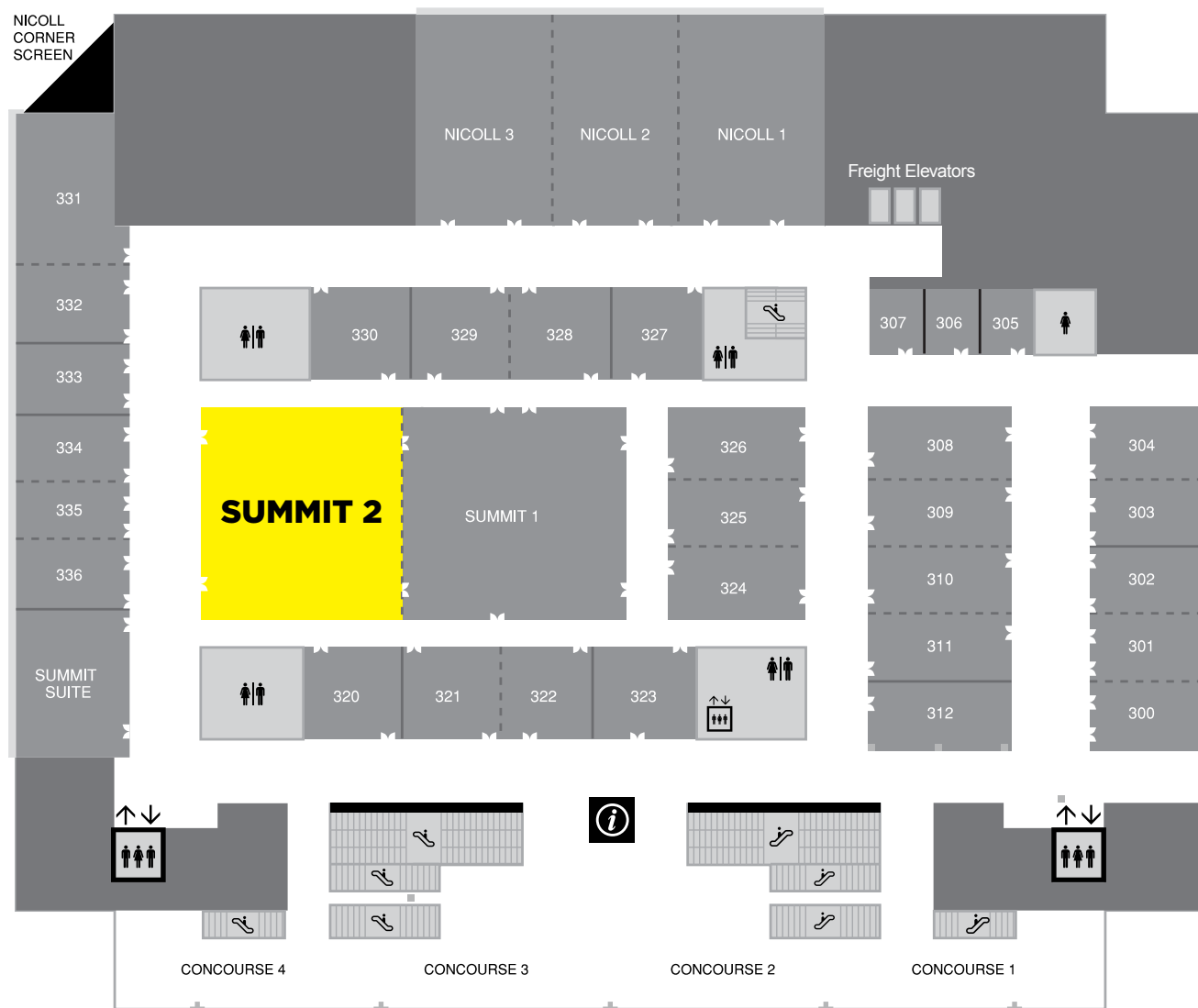
- Located near Hall 403 and 404 on Level 4
- Located beside Summit 2 on Level 3

Prayer Rooms

- Located near Nicoll Room 1, beside the escalator leading to Suntec City Mall on Level 3

Floorplan

SILMO Academy Level 3, Summit 2



SILMO Singapore Exhibition
Level 4, Hall 403-405



Floorplan is accurate as of 3 April 2023.

Exhibitor Listing

COMPANY NAME	COUNTRY	BOOTH NUMBER
BRANDS / FASHION / DESIGN EYEWEAR		
15-1 DIFFUSION	FRANCE	D16
A BATHING APE	JAPAN	D09
ACOUSTIC LINE	JAPAN	D09
AIRFLY	JAPAN	D12
ALPINE	FRANCE	D16
AMARCORD	ITALY	C07
ARMORLUX	FRANCE	D16
ARTE HANDCRAFTED	MALAYSIA	C08
ASAHI-LITE	JAPAN	C13
AZZARO Paris	FRANCE	D20
BALANCER	JAPAN	C13
BCPC	JAPAN	D09
BILL&COO	JAPAN	C13
BREF	FRANCE	D15
CAVALLO BIANCO	ITALY	C19
CHARRIOL GENEVE	FRANCE	D20
CHONGQING YAMEIOU OPTICAL	CHINA	B09
CONCHEN GLASSES	CHINA	B10
DANYANG BAOSHUN GLASSES	CHINA	A03
DC COMICS	FRANCE	C17
DILEM	FRANCE	D15
DUH	HONG KONG	C10
DUN	JAPAN	D09
ELYTE CO	HONG KONG	C19
EXALT CYCLE	ITALY	C19
EXALTO	FRANCE	D15
EYES CLOUD	JAPAN	D09
FAA'N	CHINA	B07
FESTINA	FRANCE	D16
FRANÇOIS PINTON	FRANCE	C17
FUKUI OPTICAL ASSOCIATION	JAPAN	C13
GOLD AND WOOD	FRANCE	C17
GROSFILLEY	FRANCE	D20
HARRY POTTER	FRANCE	C17
HAYASHI	JAPAN	C13
HONG WAN EYEWEAR DESIGN	HONG KONG	C18
HUG OZAWA	JAPAN	D09
IOVES SPA	ITALY	C07
IRONIC ICONIC	KOREA	D09

Exhibitor Listing

COMPANY NAME	COUNTRY	BOOTH NUMBER
JAPONISM	JAPAN	D09
JAM'VISION	FRANCE	C04
JF REY	FRANCE	D19
JINROKUSAKU	JAPAN	C13
JOHN LENNON	FRANCE	C17
JOOLY	FRANCE	D15
JIUYUAN OPTICAL	CHINA	B11
KARAVAN	FRANCE	C17
KLASSIC	TAIWAN	D07
KNCO	FRANCE	C17
KOMETANI OPTICAL	JAPAN	C13
LA VILLE DE PARIS	FRANCE	D16
LAFONT	FRANCE	D17
LANCEL	FRANCE	D20
LE PETIT PRINCE	FRANCE	D16
LEOO	FRANCE	D13, D14, D15, D16, D17, D18, D19, D20
LEYESENS	FRANCE	D16
LIPO CHILDREN'S EYEWEAR	CHINA	D05
LOOK OCCHIALI	ITALY	C03
M+IN	HONG KONG	C10
MARKUS T	GERMANY	D09
MATSUDA	JAPAN	D12, D09
MAUBOUSSIN	FRANCE	D16
METRONOME DESIGN	JAPAN	C16
MINIMA	FRANCE	D18
MIYAMOTO OPTICAL	JAPAN	C13
MOTIVUM	KOREA	D09
MOVITRA	HONG KONG	C10
MR WAYNE	HONG KONG	C18
MUST BY GRAFIX	HONG KONG	C10
MUST EYEWEAR	HONG KONG	C10
MUZYK	CHINA	B05
MYTH GREECE	HONG KONG	C12
OPTICON	HONG KONG	D12
OXIBIS	FRANCE	D15
PIERRE EYEWEAR	FRANCE	D14
POWER BLOOM	HONG KONG	C09
RICINO OPTICAL	CHINA	A01
RYAN ADDA & MiEducation.com	AUSTRALIA	C11
SANKO KOGAKU	JAPAN	D09

Exhibitor Listing

COMPANY NAME	COUNTRY	BOOTH NUMBER
SAVANAH EYES	HONG KONG	C18
SEGC	CHINA	A04
SIOLS	HONG KONG	C10
SHARAKU	JAPAN	C13
SLASTIK	SPAIN	D09
SOLOS	HONG KONG	C10
SPECTAFUL	HONG KONG	C10
TARIAN	FRANCE	D13
TOPIO	JAPAN	C13
UVISION	SINGAPORE	D09
VIOROU	JAPAN	D09
WENZHOU CHUANGYU IMPORT & EXPORT TRADING	CHINA	B07
WENZHOU EMMA OPTICS	CHINA	C15
WENZHOU GUANHAO GLASSES	CHINA	A04
WENZHOU SOJOS OPTICAL	CHINA	A05
WENZHOU SUTUS OPTICAL MANUFACTORY	CHINA	B01
WENZHOU YIJIE TRADING	CHINA	B03
WEST	ITALY	C07
YELLOW PLUS	JAPAN	D09
YUCHUI TOYAMA	JAPAN	D09
ZEN ROCK INTERNATIONAL TRADE	CHINA	A02
ZHEJIANG TONGDA OPTICAL	CHINA	A07
ZILLI	FRANCE	D20
ZIO	HONG KONG	D09

Exhibitor Listing

COMPANY NAME	COUNTRY	BOOTH NUMBER
LENS / CONTACT LENS/ OPTICAL MATERIAL & INSTRUMENT		
ACEP FRANCE	FRANCE	H10
CCPIT BROAD INTERNATIONAL EXHIBITION LIMITED	CHINA	E23
CHANGZHOU JINGLI OPTICAL TECHNOLOGY	CHINA	E03
CHINA OPTOMETRIC & OPTICAL ASSOCIATION	CHINA	E23
CLALEN	KOREA	F03
CONANT OPTICAL	CHINA	F01
DANYANG HIYO OPTICS	CHINA	H06
DANYANG LENS OPTICS TECHNOLOGY	CHINA	G19
DANYANG RIVER OPTICAL	CHINA	E18
ESSILOR LUXOTTICA ASIA	SINGAPORE	E05
EYELOVE CORP	TAIWAN	G05
FUJIPIXI INC	JAPAN	G06
HYDRON	TAIWAN	H01
INTEROJO INC.	KOREA	F03
JIANGSU JINGLIANG OPTICAL GLASSES MANUFACTURING	CHINA	H09
JIANGSU KMD OPTICAL	CHINA	H11
JIANGSU MAAT OPTICAL TECH.	CHINA	E19
JIANGSU PERFECT OPTICAL	CHINA	E17
JIANGSU TICKING OPTICAL	CHINA	G17
KEELER	SINGAPORE	E02
LINHAI CHENXI GLASSES	CHINA	H18
MEDMONT	SINGAPORE	E02
MEI	ITALY	H13
MIRAGE	CHINA	G23
NEOISM	KOREA	C20
NEO VISION	KOREA	C20
NEUROMED	SINGAPORE	E02
NINGBO MING SING OPTICAL R&D	CHINA	F21
OPTOSOFT	UNITED KINGDOM	F02
SHAMIR SINGAPORE	SINGAPORE	E07
SHANGHAI JIANONGDA INTL	CHINA	H08
SHENZHEN 3TMALL TECHNOLOGY	CHINA	H17
SOFT COSMETIC CONTACT LENS	KOREA	F04
SYSEYE	SINGAPORE	G06
T-GARDEN CO., Ltd.	TAIWAN	H01
TAIZHOU MEANSHEEN	CHINA	H19
TEYADA	CHINA	G25
VISION SCIENCE CO.LTD	KOREA	F04

Exhibitor Listing

COMPANY NAME	COUNTRY	BOOTH NUMBER
VISIONIX	SINGAPORE	G06
VISUREAL MASTER	GERMANY	G06
VISUSOLUTION	GERMANY	G06
VITOP	SINGAPORE	G06
VOY	USA	E04
WECO	SINGAPORE	G06
WENZHOU BOHUA GLASSES	CHINA	G25
WENZHOU DYNAMIC INTERNATIONAL	CHINA	H06
WENZHOU JINGJIANG TECHNOLOGY	CHINA	E21
WENZHOU MUMING EYEWEAR	CHINA	F22
WENZHOU OLYSUN GLASSES	CHINA	G18
WUXI BAIYI	CHINA	G20
WUXI KINGDA MICROFIBER FABRIC	CHINA	E20
WUXI MARCATI	CHINA	H16
XIAMEN FUYUANDA OPTICAL TECHNOLOGY .	CHINA	H05
XINHE COUNTY HAOYUAN GLASSES BOX	CHINA	G22
YANGZHOU GLADWIN OPTICAL TECH	CHINA	H12
YUNG SHENG OPTICAL Co., Ltd.	TAIWAN	H01
YUSELF OPTICAL CO.LTD	CHINA	E01
ZHENJIANG CV OPTICAL	CHINA	H15
ZHEJIANG JINLIANG PLASTIC VENEER	CHINA	H07
ZIX	SINGAPORE	G06

Exhibitor Listing

COMPANY NAME	COUNTRY	BOOTH NUMBER
OEM SUPPLIERS		
BLUE FEATHER	CHINA	K10A
BOFAN	CHINA	K05
CHINA OPTOMETRIC&OPTICAL ASSOCIATION	CHINA	E23
DANYANG CENTURY HUATAI OPTICAL GLASSES	CHINA	J01
DANYANG FAITHWAY OPTICAL	CHINA	K17
DANYANG MEIJIN OPTICAL GLASSES	CHINA	J26
DANYANG XINGDA OPTICAL INSTRUMENT	CHINA	J04
DOLE GLASSES	CHINA	J09
DONGTIAN	CHINA	K05
FUWEI	CHINA	J09
GREAT FUTURE OPTICS	CHINA	K15
GUANGZHOU TOPYOU PACKAGING	CHINA	K16
HUASUI	CHINA	J02
HUOYAN MEDICAL	CHINA	J02
INNOVATIVE	CHINA	J11
JIANG SU XUZHONG OPTICAL GLASSES	CHINA	K18
JIANGSU YOULI OPTICS	CHINA	J03
JINHUA ZHITE PACKING	CHINA	L04
KANGLE	CHINA	K14
LINHAI MUKU GLASSES	CHINA	J14
MIND OPTICAL	CHINA	J23
PARIS HILTON	CHINA	K11
PERSIST OPTICAL	CHINA	L10
SHENZHEN 3T OPTICAL TOOLING	CHINA	K10B
TAIZHOU COOSLA OPTICAL	CHINA	J13
TAIZHOU SHIMING GLASSES	CHINA	J16
TAIZHOU YOULI EYEWEAR	CHINA	J15
TAIZHOU YUEJING GLASSES	CHINA	J07
TELLA EYEWEAR	CHINA	J19
VELVAUX	CHINA	L05
WENZHOU CROESUS OPTICAL	CHINA	J25
WENZHOU INNOVISION OPTICAL	CHINA	L07
WENZHOU IVISION OPTICAL	CHINA	L03
WENZHOU JOY CREATION	CHINA	L01
WENZHOU KANGYE IMP. & EXP.	CHINA	K14
WENZHOU MIKE OPTICAL	CHINA	K09
WENZHOU SANYI INDUSTRIAL AND TRADING	CHINA	J05
WENZHOU SENMEITE IMPORT AND EXPORT TRADE	CHINA	J18

Exhibitor Listing

COMPANY NAME	COUNTRY	BOOTH NUMBER
WENZHOU SUNWEAR GLASSES	CHINA	K13
WENZHOU TANGFENG SONGRAIN INDUSTRIAL	CHINA	K11
WENZHOU TIDE OPTICS	CHINA	K01
WENZHOU VICKI OPTICAL	CHINA	J24
WUXI OPTICAL C&C	CHINA	J21
ZHEJIANG EUROMONK GLASSES	CHINA	J06
ZHEJIANG GANGLONG GLASSES	CHINA	J22
ZHEJIANG MINGYUAN OPTICAL	CHINA	L05
ZHEJIANG YANI EYEWEAR	CHINA	K03
ZHENGXIANG GLASSES	CHINA	L08

COMPANY NAME	COUNTRY	BOOTH NUMBER
SUPPORTING MEDIA		
20/20 EUROPE	ITALY	MB02
INSIGHT	AUSTRALIA	MB03
THE INDIAN OPTICIAN	INDIA	MB04
V.MAGAZINE	HONG KONG	MB01

Acknowledgements

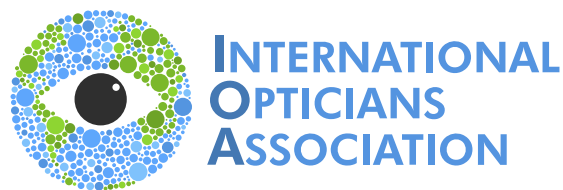
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SINGAPORE

ASEAN OPTICAL FAIR

See you at
SILMO Singapore 2024
24 - 26 April 2024

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feedback on SILMO Singapore

www.silmosingapore.com