

# POST RELEASE

## 24th MOSCOW INTERNATIONAL OPTICAL FAIR (MIOF)

*Figures and facts (Spring '19):*

*Exhibition space: more than 8 600 sq m*

*Exhibitors: 110*

*Participants' geography: Belarus, Canada, China, Great Britain, Greece, Italy, Kazakhstan, Serbia, the Netherlands and Turkey*

*Russian regions: 16*

*Visitors: more than 3 000*

[The 24th Moscow International Optical Fair \(MIOF\)](#), the leading branch event which twice a year incorporates on the same platform about 3 000 specialists from the sphere of medical optics and ophthalmology, was accommodated in Crocus Expo February 12 through 14, 2019. The organizer of the project was Crocus Expo, expo venue which ranked at the top among exhibition centers of Russia and Eastern Europe.

### Exhibitors

**118 companies** from Russia, Belarus, Canada, China, Great Britain, Greece, Italy, Kazakhstan, Serbia, the Netherlands and Turkey participated in the trade fair. The exhibitors presented to the visitors' attention **novelties in all segments of the industry**: eyeglasses, lenses, professional equipment and software for opticians and many other things, including the latest collections of sunglasses of the leading European and Asian producers by the forthcoming spring and summer season.

**The largest companies of the Russian optical industry** including Avvita, Inveco Holding, Markiza Project, Marcolin Rus, Megalopolis, New Optics, Optic Dias, Intermir Group and **debutants of the 2019 edition** – Fedon, GROSSOPTIC, NOVALEX, Oliver Wood, GLAZKO eyeglasses studio, SunCity, Five Islands, Burma, OptProject and others – displayed their products at the exposition.

### Opening ceremony

The Gala Opening ceremony of the 24th Moscow International Optical Fair (MIOF) took place February 12, 2019. **Milan Starcevich**, GrossOptic Group of Companies Director general and Founder; **Caroline Abram**, Designer and **Caroline Abram** brand Founder; **Elena Yakutina**, Market Assistant Group Director general and **Sergey Egorychev**, Crocus Expo department of special exhibition projects Director, made welcome speeches to the visitors, MIOF partners and exhibitors.

### Business program

The dense and topical program of [the Business and Educational](#) Forum formed an integral part of the MIOF exposition. Among its events are seminars, training courses, presentations and etc. Effective practices of increase in sales, optimization of work and increase in profitability of optician' salons, methods of customers needs in new eyewear products identification and the latest methods of patient examination were presented to the audience.

One of the most awaited events became **the visit of Caroline Abram**, French Designer and homonymous brand Owner. Her press conference The Important Role of Opticians Consultants in the Optical Industry was held February 12.

**Lectures of representatives of eyeglass lenses manufacturers** were traditionally held within the frames of the Forum: Louis Hue (MOK-BBGR), T.K. Kuschel (Rodenstock GmbH, Germany), M.L. Petrukhina (Nikon), U.V. Diadina (Hoya Lens Russia) and others. **The joint charity event** was also organized by the Hoya Lens Russia and WorldVita, the Children's relief Fund, within the frames of MIOF 2019. Spring. The purpose of the event is to raise funds for children with serious, rare, hard



The 24<sup>th</sup> International specialized exhibition

February 12-14, 2019

Moscow, Crocus Expo



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Organizer:

 **CROCUS EXPO**  
International Exhibition Center



to cure diseases and to provide them an opportunity to undergo treatment in Russian and foreign medical institutions with the highest indicators of recovery.

**Martin Conway** – a world famous practical man and lecturer in the sphere of contact correction – Scientific consultant of Contamac, FBCLA, FIACLE (UK) gave the lecture The Development of a New Material for Gas-permeable Contact Lenses with Hyper DK-index February 13.

Markiza Project invited a special guest **Marco Boscolo**, Master and Frames designer from Bottega Veneta Fashion house, who hold **master classes on frames making**. The eyewear of the brand is handmade in Italy and Japan. The production process is based on traditional methods and skillful hands of masters using the best materials – from Bottega Veneta leather of the highest quality and up to premium Mazzucchelli acetate or Japanese titanium.

Special attention was given to **optical business marketing**. N.V. Seredinskaya, Glasses Gallery Director general, told about school psychology for the owner of optics Understanding the Safety Reputation of the Three Components of Success of Modern Market. E.V. Toporova, Victoriya Opticians Chain Deputy director (Kirov), and T.N. Proskurina, Premium Optical Salons Tamara Director (Novosibirsk), told about sales organization and promoting the shop on social networks. Philippe Ravidat (France), Spine Optics Export director and optical industry Business guru, explained why one's competitors attract buyers three times cheaper. Elena Yakutina, Coach of the International Optical Business School, continued lectures about the best strategy to maximize average ticket and practice and automation of processes.

#### **Golden Lorgnette, Russian National award**

The 5th Jubilee Ceremony of awarding the Golden Lorgnette, National award in the optical industry for achievements in the field of new technologies promotion, sight protection and professional service of the population, winners took place February 12, 2019 within the frames of the fair. Golden Lorgnette is **one of the Russian most prestigious specialized awards** which designed to recognize the most important individuals and companies in the optical industry for providing excellent service, fostering innovation and spreading awareness of the branch.

Expert panel of judges declared winners in the following nominations:

- **The Debut of the Year** – Armati Group;
- **The Innovation of the Year** – Imoptica mobile application;
- **The Educational Project of the Year** – BMG's victory in the Worldskills;
- **The Advertising Campaign of the Year** – Caroline Abram's lookbook;
- **The Marketing Project of the Year (national)** – Eyewear for Kids with Aniridia (within the frames of Kids Vision charity project);
- **The Marketing Project of the Year (local)** – Sakhalin Optic;
- **The Optician's Salon of the Year** – Optika Cronos;
- **Private Trade Mark** – Nicoleta Buchi (Avvita);
- **The Personage of the Year (acknowledgement)** – G.P. Mischenko, Director general BMG (Piatigorsk).

Participation in the Moscow International Optical Fair provided a unique opportunity to present a company and products to a distinctly selected targeted audience of industry specialists. MIOF is an event for professionals, experts and producers, **one of the biggest platforms for demonstration of the latest achievements in Russia**. The exhibition served as an indicator of the branch state and tendencies of its further development, allowed to present advanced technologies, equipment and materials, to establish new and to strengthen already existing business relations.

**Kids Vision, the 3rd Scientific and Practical Conference on Children's Ophthalmology and Optometry**, is to be held within the frames of the September edition of the Moscow International Optical Fair (MIOF) in 2019.

*Welcome to the MIOF 2019. Autumn – September 10 through 12 in Crocus Expo!*



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