

PRESS RELEASE

24th MOSCOW INTERNATIONAL OPTICAL FAIR (MIOF)



MOSCOW INTERNATIONAL
OPTICAL FAIR

*Figures and facts (Autumn 2018):
Exhibition space: more than 8 600 sq m
Exhibitors: 110*

*Participants geography: Belarus, Great Britain,
Greece, Italy, Canada, China, Netherlands, Russia
Russian regions: 16
Visitors: about 3 000*

The 24th International
specialized exhibition

February 12-14, 2019

Moscow, Crocus Expo

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, will be accommodated in Crocus Expo February 12 through 14, 2019. The organizer of the project is Crocus Expo, expo venue which ranks at the top among exhibition centers of Russia and Eastern Europe.

“Today MIOF is a serious business and educational platform, the meeting place for distributors of global brands with representatives of wholesale and retail trade, – Andrey Bortsov, Director Crocus Expo, noted in the welcome address to partners, exhibitors and guests of the fair, – Due to a large number of professionals among visitors the participation in the trade fair opens direct access to new clients: specialists exchange experience and strengthen business contacts, foreign companies find reliable partners for their work in Russia on a long term basis”.

Exhibitors

At MIOF February edition 118 companies from Russia, Belarus, Great Britain, Italy, Kazakhstan, China, Serbia and Turkey will present to attention of the visitors novelties in all segments of the industry: eyeglasses, lenses, professional equipment, 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 and debutants of the 2019 edition will exhibit at the trade fair. Foreign and Russian brands including Fedon, Grossoptic, Novalex, Oliver Wood, SunCity, Five Islands, Burma, Opt Project and others will display their products at the fair.

Business program

The program of the Business and Educational Forum will form an integral part of the MIOF exposition. The program features events of various formats: seminars, training courses, presentations and etc. Effective practices of increase in sales, optimization of work and increase in profitability of optician' salons, methods of identification of customer needs in new eyewear products and the latest methods of patient examination will be presented to the audience.

One of the most awaited events is the visit to Moscow of Caroline Abram, French designer and the brand owner. Her press conference The Important Role of Opticians Consultants in the Optical Industry will take place on February 12 at 14:35.



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Organizer:

CROCUS EXPO
International Exhibition Center



Martin Conway, scientific consultant of Contamac, FBCLA, FIACLE (UK) will give a lecture The Development of a New Material for Gas-permeable Contact Lenses with Hyper DK-index February 13. Martin Conway is a world famous practical man and lecturer in the sphere of contact correction. He participates in world scientific conferences which take place in Europe, Asia, North and South America, the Middle East. In Russia the expert cooperates with the Moscow Scientific Research Institute of Eye Diseases named after Helmholtz.

Markiza Project expects a special guest Marco Boscolo, master and frames designer from Bottega Veneta Fashion house. The designer will hold master classes on frames making at the Bottega Veneta stand February 12 and 13. The eyewear of the brand is handmade in Italy and Japan. The production process is based on traditional methods and skillful hands of specialists who use the best materials – from Bottega Veneta leather of the highest quality and up to premium Mazzucchelli acetate and Japanese titanium.

Armati Group expects the arrival of Robert **William Morris (Great Britain), the owner of the** homonymous trade mark – **William Morris London, who** will present the new 2019 collection. Gili Shani, a famous German photographer, ideologist of Kreuzberg Kinder brand, will be also available at the stand. Every registered visitor will have an opportunity to get professional photos with brand's eyewear on.

Special attention is given to optical business marketing. N. Seredinskaya, Director General of Glasses Gallery, will tell about school psychology for the owner of optics Understanding the Safety Reputation of the Three Components of Success of Modern Market. E. Toporova, Deputy Director of Victoriya opticians chain (Kirov), and T. Proskurina, Director of premium optical salons Tamara (Novosibirsk), will tell about organization of sales and about promoting the shop on social networks: performance evaluation. Philippe Ravidat, Export Director of Spine Optics (France) and business guru of optical industry, will explain why seven of your competitors attract buyers three times cheaper. E. Yakutina, coach of the International School of Optical Business, will continue lectures about the best strategy to maximize average ticket and about practice and automation of processes.

Lectures of eye glass lenses manufacturers representatives will be traditionally held within the frames of the forum: Louis Hue (MOK-BBGR), T. Kuschel (Rodenstock GmbH, Germany), M. Petrukhina (Nikon), U. Diadina (Hoya Lens Russia) and others.

The awarding ceremony for the winners of Golden Lorgnette, the Russian National Award in the optical industry for achievements in the field of new technologies promotion, sight protection and professional service of the population in 2018 will also take place within the MIOF frames.

Professionals of the optical industry – producers, suppliers, representatives of trading companies and science, medical branch employees – highly appreciate conditions for effective work created by organizers of MIOF, noting that the exhibition is a really significant event for the branch.

Official opening ceremony of the 24th Moscow International Optical Fair (MIOF) will take place February 12 at 12:00 (Crocus Expo, Pavilion 2, hall 8).

Online registration providing an opportunity to get a free personal e-ticket is available at the fair official website.

Note! Deadline for the visitors' online registration is February 11 at 20:00 (MSC).

MIOF

МОСКОВСКАЯ МЕЖДУНАРОДНАЯ
ОПТИЧЕСКАЯ ВЫСТАВКА

24-я международная
специализированная
выставка

12-14 февраля 2019 года
Москва, Крокус Экспо



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