

A WORLD OF SPECTACULAR OPTICAL PRODUCTS

開拓眼鏡新視野



Explore Global Perspectives in the Optical Industry

開拓全球眼鏡業新視野

With crystal-clear perspectives, the 28th **HKTDC Hong Kong International Optical Fair** returns in 2020 with visionary style and expertise. This one-of-a-kind trade platform represents the perfect arena for exhibitors to connect with premier buyers from around the world. The 2019 event attracted **more than 14,000 buyers** from **96 countries and regions** as they engaged with **810 exhibitors**. Continuing a rich tradition of success, the Fair promises to be the source of spectacular vision in the world of optometry.

第28屆香港貿發局香港國際眼鏡展在2020年載譽歸來，帶來前瞻性的眼鏡設計及專業知識。展覽更為參展商提供獨一無二的商貿平台，與來自世界各地的買家建立聯繫。2019年眼鏡展吸引超過14,000名來自96個國家及地區的買家，接觸810家參展商。展會延續過往成功，為環球視光業界的主要採購中心。



Visionary Events

Beyond trade and sourcing opportunities, the Fair is also a hub of expertise with the Hong Kong International Optometric Symposium and a line-up of seminars that reveal the latest global trends. Exhibitors can also enjoy increased media exposure through the pre-fair press conference, media breakfast meetings and other networking events.

前瞻性活動

除了締造貿易及採購機會外，展會也是專業知識的中心。「香港國際視光學會議」及一系列研討會將於展會期間舉行，揭示全球最新趨勢。參展商還可以透過展前記者會、傳媒早餐會及其他交流活動增加媒體曝光機會。



Major Exhibit Categories 主要展品類別:

- Binoculars & Magnifiers
- Contact Lenses & Accessories
- Diagnostic Instruments
- Eyewear Accessories
- Frames, Lenses and Parts
- Kids Eyewear
- IT Solutions
- Optometric Instruments Equipment & Machinery
- Reading Glasses
- Shop Fittings & Equipment
- Smart Eyewear
- Sporting & Professional Eyewear
- Trade Services
- 望遠鏡及放大鏡
- 隱形眼鏡及配件
- 驗眼儀器
- 眼鏡配件
- 眼鏡框、鏡片及部件
- 兒童眼鏡
- IT方案
- 光學儀器、設備及機械
- 閱讀用眼鏡
- 商店裝置及設備
- 智能眼鏡
- 運動及專業眼鏡
- 商貿服務



Manage Your Participation - with Just a Click

Our online service, Exhibitor Online Platform (EOP), makes managing your exhibition-related matters convenient, quick and efficient.

- Submit booth application online, with immediate acknowledgement from HKTDC
- Track application status and update information online anywhere, anytime
- Receive fair-related information and reminders in timely fashion

Apply for a booth online at hkopticalfair.hktdc.com now!

參展事宜 一按即妥

大會現已推出「參展一站通」網上服務，協助業者辦理參展事宜，便捷有效。

- 上網遞交參展表格，本局即時發出申請收悉通知
- 隨時隨地上網檢視申請進度及更新資料
- 第一時間獲得最新展覽資訊及備忘

立即行動，登入展會網站 hkopticalfair.hktdc.com/tc 申請參展。

A View from the Top with Branded Greatness

Home to fame and acclaim, the **Brand Name Gallery** showcases the greatest names in the global optical industry with 230 premier brands featured in 2019. Exhibitors enjoy significant buyer and media exposure through product parades and the popularity of this highlight attraction.

俯視卓越品牌

享譽盛名的「品牌廊」展示全球眼鏡業內最知名的品牌，在2019年有230個頂級品牌參與。參展商通過眼鏡匯演，於這個焦點展區吸引眾多買家及媒體的關注。

2019

Some of the brands on display
年展出的部份品牌

BrandName
品牌廊 *Gallery*



HEAR WHAT EXHIBITORS AND BUYER SAY

參展商及買家評語



"We have met with new buyers from Canada, India, Japan, Korea, Thailand and the US who are very interested in our innovative product. We are very satisfied with the results so far and we'll return to the fair next year."

**Johnnie Li, Co-founder,
Zmart Concept Ltd (OSSII SOUND), Hong Kong**

「我們接觸到來自加拿大、印度、日本、韓國、泰國及美國的新買家，他們對我們的創新產品非常感興趣。我們對迄今為止的成績感到非常滿意，明年會再次參展。」

**香港Zmart Concept Ltd (OSSII SOUND)
聯合創辦人Johnnie Li**

"We have met with new buyers from our target markets such as Hong Kong, Japan, Mainland China and Taiwan including two potential distributors from Japan and Mainland China. We'll definitely come back next year."

Robert William Morris, Founder & Creator, William Morris London Ltd, the UK

「我們已經與來自香港、日本、中國內地及台灣等目標市場的新買家會面，其中包括兩位來自日本及中國內地的潛在分銷商。我們明年肯定會再來參展。」

英國William Morris London Ltd創辦人兼創作者Robert William Morris

"With 77 stores in India, our company provides world-class glasses at affordable prices. We have already placed orders for US\$13,000 worth of sunglasses with one of our existing suppliers. In addition, we have found one potential supplier of 18K gold spectacles from Korea and three potential OEM suppliers from Mainland China. We also plan to buy US\$5,000 worth of sunglasses from a new supplier."

**Abhishek Gupta, Senior Product Manager –
International Brands, and Suprabhat Mitra,
AGM – Product, GKB Lens Pvt. Ltd., India**

「本公司在印度設有77家商店，提供優質及實惠的眼鏡。我們已經向一家現有供應商訂購價值13,000美元的太陽眼鏡。此外，我們找到了一家來自韓國的18K金眼鏡供應商，以及三家來自中國內地的潛在原件製造供應商。我們亦計劃向另一家新供應商購買價值5,000美元的太陽眼鏡。」

**印度GKB Lens Pvt. Ltd.國際品牌高級產品經理
Abhishek Gupta及產品助理總經理Suprabhat Mitra**



Sales Enquiry Contacts 參展商查詢聯絡人

Mr Wayne Lui

Ms Elaine Liu

Ms Shirley Lee

Ms Stephanie Leung

呂晉榮先生

廖綺霖小姐

李雪珊小姐

梁穎佳小姐

☎ : (852) 2240 4012

☎ : (852) 2240 4016

☎ : (852) 2240 4128

☎ : (852) 2240 4800

✉ : wayne.cw.lui@hktdc.org

✉ : elaine.yl.liu@hktdc.org

✉ : shirley.ss.lee@hktdc.org

✉ : stephanie.wk.leung.@hktdc.org

Reserve Your Booth Today 請即報名參展

Participation Fee 參展費用

Brand Name
品牌廊 Gallery

9 sq.m. Brand Name Gallery Booth ▶ HK\$港元45,700起 / US\$美元6,220up
9平方米品牌廊展位

12 sq.m. Standard Booth ▶ HK\$港元40,300 / US\$美元5,550
12平方米標準展位

12 sq.m. Premium Booth ▶ HK\$港元51,200起 / US\$美元6,960up
12平方米特級展位

Custom-built Participation ▶ HK\$港元3,295 / US\$美元451 (per sq.m. 每平方米)
特裝參展 (Minimum 24 sq.m. 最少租用24平方米)

Please fax the reply form to 表格請傳真至 **(852) 3746 6782** or you may mail to HKTDC 或郵寄至「香港貿易發展局」
Please send us more information on exhibiting at the **HKTDC Hong Kong International Optical Fair 2020**
請惠寄有關參加**香港貿易發展局香港國際眼鏡展2020**的資料

Company Name 公司名稱：

Contact Person 聯絡人 (Mr先生 / Ms女士)：

Title 職銜：

Office Address 公司地址：

Country 國家：

Postal Code 郵編：

Office Tel 公司電話：()

Office Fax 公司傳真：()

Office Email 公司電郵：

Company Website 公司網址：

Product Categories 產品類別：

Please attach your business card for easy reference. 請附上閣下名片以供參考。

By signing this registration form, I agree that the above information may be used by the Hong Kong Trade Development Council (HKTDC) for incorporation in all or any of its database for direct marketing and business matching (and may therefore become available to the public within and/or outside of Hong Kong for use by them), and for any other purposes as stated in the Privacy Policy Statement (available at www.hktcdc.com/mis/pps/en). I confirm that the HKTDC has my consent to release my personal data for the purposes stated herein. I confirm that I am admitted to the Fair on condition that I abide by the Rules & Regulations set by the HKTDC.

透過簽署此登記表格，本人同意香港貿易發展局可將上述資料編入其全部或任何資料庫內以用於直接促銷及商貿配對(因而可能成為可供本地及/或海外公眾人士使用)，以及用於在私隱政策聲明(網頁 www.hktcdc.com/mis/pps/tc) 中所述之其他用途。本人確認香港貿易發展局已獲得本人同意，將本人之個人資料提供作上述之用途。本人亦同意在參觀展覽會時遵守香港貿易發展局所訂規則及法規。

☐ Please shade the circle ☒ if you object to our use of your data for direct marketing.

若閣下反對我們將閣下的資料用於進行直接促銷，請塗滿圓圈 ☒。

Name 姓名：

Signature 簽署：

Date 日期：

If in the future, you no longer wish to receive any promotional and other materials from the HKTDC, please contact our Customer Service Hotline at (852) 1830 668 or hktcdc@hktcdc.org. We will not send you any promotional and other materials upon receiving your request with no charge.

若閣下不欲收取香港貿易發展局的任何宣傳及其他資料，請聯絡本局客戶服務部 (852)1830 668或 hktcdc@hktcdc.org。我們在收到閣下要求後，在不收費用的情況下停止寄給閣下任何宣傳及其他資料。

hktcdc.com Online Promotions 網上宣傳

Post your products/ service information on www.hktcdc.com for year-round exposure and business matching opportunities before, during and after the fair. Visit <https://event.hktcdc.com/advertise/hkopticalfair/en/index.html>, email supplier@hktcdc.org or call (852) 1830 668 for more details.

您可透過「貿發網」網上商貿平台(www.hktcdc.com)推介您的產品/服務，爭取全年曝光，與展覽前後及期間的商貿配對機會。

歡迎登入<https://event.hktcdc.com/advertise/hkopticalfair/tc/index.html>了解服務詳情。如有查詢，請電郵至 supplier@hktcdc.org 或致電(852) 1830 668。

Co-organiser 合辦機構：



HONG KONG OPTICAL MANUFACTURERS ASSOCIATION LTD.
香港中華眼鏡製造廠商會
Email 電子郵件: hkoma@biznetvigator.com
Website 網址: www.hkoptical.org.hk

Sponsors 贊助機構：

China Optometric & Optical Association
中國眼鏡協會
Fukui Optical Association
社團法人 福井縣眼鏡協會
Korean Optometric Association
社團法人 大韓眼鏡士協會

Malaysian Optical Wholesalers Association
馬來西亞光學器材銷售商公會
Taipei Optical Association
台北市眼鏡商業同業公會
Thai Optometric Association
泰國眼鏡光學協會

The Hong Kong Optometric Association
香港光學會
V. MAGAZINE
視覺生活

Organiser 主辦機構：



Hong Kong Trade Development Council - Exhibitions Department
Unit 13, Expo Galleria, Hong Kong Convention and Exhibition Centre,
1 Expo Drive, Wan Chai, Hong Kong
Tel: (852) 2584 4333 Fax: (852) 2824 0026 Email: exhibitions@hktcdc.org

香港貿易發展局 — 展覽事務部
香港灣仔博覽道1號香港會議展覽中心博覽商場13號
電話：(852) 2584 4333 傳真：(852) 2824 0026 電郵：exhibitions@hktcdc.org

www.hktcdc.com

Official Carrier
大會指定航空公司



Official Air Express Co.
大會速遞服務



hkopticalfair.hktcdc.com