



SILMO STRENGTHENS ITS PRESENCE IN ASIA

On September 25, 2021, SILMO International, MP Singapore, and Singapore Tourism Board signed an MOU (Memorandum of Understanding) to officially launch SILMO Singapore.

In tandem with SILMO International's brand development, SILMO has had a presence in the Southeast Asian region since 2018, with the hosting of the ASEAN Optometric Congress along with an international trade show in Bangkok.

As larger-scale business events and activities resume over the next few years, SILMO will move to Singapore from 2023, where it will be held for subsequent editions in 2024 and 2025. The move signals SILMO's continued support for the growth of the optics and eyewear industry in Southeast Asia, and highlights Singapore's position as a leading business events capital and a springboard for MICE businesses to expand into Asia.

SILMO Singapore will be the Asian flagship edition of SILMO Paris, an international B2B eyewear and lifestyle tradeshow recognized as the global launchpad for new designs, collections, and technologies in the eyewear industry.

Anchored from 2023 in Singapore and licenced by the SILMO Association in Paris, SILMO Singapore will showcase the top global brands and content of SILMO Paris, as well as major optics and eyewear brands from across Southeast Asia. SILMO Singapore will also feature curated content and platforms for networking and knowledge exchange between industry leaders, with a particular focus on regional trends and interests.

Jerome Colin, President of SILMO International commented that "Singapore, being an accessible and vibrant gateway to the Southeast Asia region will be able to target significant presence from international trade sellers and visitors, from the optical and eyewear sector industry. Like SILMO Paris, SILMO Singapore will also include quality programming to enrich visitors' retail experience and insights on the latest innovations in the industry'.

With the support of STB and MP Singapore's recognised expertise, SILMO Singapore is expected to grow into one of Asia's leading tradeshows for the optics and eyewear industry.

The first edition of the new show will run over three days at the Suntec Singapore Convention & Exhibition Centre from 12 to 14 April 2023.

Poh Chi Chuan, Executive Director, Exhibitions & Conferences, Singapore Tourism Board, said of the new launch: "Singapore is excited to announce the launch of SILMO Singapore, the Asian flagship edition of the renowned SILMO Paris. Given the tremendous success of SILMO Paris and our strong collaborators for this project, we are confident that SILMO Singapore will grow into a

premier platform for international and regional buyers to discover the best designs, collections, and technologies in the eyewear industry. The inking of our 3-year MOU to host the event in Singapore from 2023, demonstrates the continued confidence in Singapore's role as a leading business events capital, and a launchpad for expansion in Asia."

Jason Ng, Executive Director of MP Singapore remarked, "The Asia Pacific market will witness an increasing demand for fashionable eyewear owing to both rising disposable income and eyewear becoming fashion accessories as well. This upward trend will generate tremendous opportunities for various types of eyewear products and services, and SILMO Singapore is well-positioned to leverage on these opportunities."

<https://www.youtube.com/watch?v=U7yQnMZvMyY>

About Silmo International

Created in 1967, the Silmo Association, which brings together French manufacturers in the optics and eyewear sector, owns the Silmo Paris trade fair. Its long-time partner Comexposium is one of the European leaders in the organization of events, with 114 public commercial events covering 17 professional sectors to its credit.

About MP Singapore

Trusted since 1987, MP embodies more than a quarter century of event building, community engagement, marketing and management experience in both Eastern and Western cultures, practices, and business philosophies. We bring world-class talent, industry expertise, and incredible enthusiasm into the design and management of extraordinary online-to-offline experiences for your organisation.

MP is part of Pico Group, a global group of agencies specialising in engaging people, creating experiences and activating brands for businesses, institutions and governments. As part of the Pico group, MP has unlimited access to a wide network of industry contacts and resources. Pico Far East Holdings has been listed on the Hong Kong Stock Exchange since 1992.

About the Singapore Tourism Board

The Singapore Tourism Board (STB) is the lead development agency for tourism, one of Singapore's key economic sectors. Together with industry partners and the community, we shape a dynamic Singapore tourism landscape. We bring the Passion Made Possible brand to life by differentiating Singapore as a vibrant destination that inspires people to share and deepen their passions.