



20>23
NOVEMBER 2024
IFM - YESILKOY | 5-6-7 HALL | www.silmoistanbul.com

PRESS RELEASE

SILMO ISTANBUL

Turkey's strategic crossroads for the optical industry awaits you for its 11th edition!

SILMO Istanbul, Turkey's only international optics trade show, takes place from November 20 to 23 at the Istanbul Expo Center (Halls 5-6-7), showcasing the Turkish optics industry alongside major international brands and Asian manufacturers.

A bridge between Asia and Europe, a springboard for new collaborations

For four days, SILMO Istanbul brings together key players from Turkey, the Middle East, the MENA region, the Balkans and beyond, consolidating its role as an essential bridge between Asia and Europe. With its 25,000 m² of exhibition space, the event is today a dynamic platform for these optical professionals, offering an environment conducive to innovation, networking and expansion into new markets.

Thanks to this strong regional presence, the show connects European licensed brands with partners in the MENA region, while enabling EMEA professionals to collaborate with local and international manufacturers. Its atmosphere and well-orchestrated organization facilitate the exploration of new collections and the latest innovations, while creating synergies and sustainable business opportunities in a convivial atmosphere.

Combining Istanbul's cultural richness with its economic power, SILMO Istanbul continues to strengthen the industry's momentum while meeting a strategic need in the Middle East, becoming a true engine of regional growth.



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Exclusive events for a customized experience

Visitors will have the opportunity to discover different areas for an even richer & more immersive SILMO Istanbul experience:

The Trends Forum: exploring the shapes, colors and materials of eyewear, offering a complete panorama of the best optical and sunglass frames offered by the show's exhibitor

The Futurology Experience Zone: Immerse yourself in the future of optics and discover fascinating perspectives. This area will present technological innovations, customized solutions and interactive experiences in augmented and virtual reality.

SILMO Academy Conferences: a series of enriching exchanges designed to deepen the understanding of the issues and developments in the sector, offering professionals and students opportunities for further training.

SILMO Award Istanbul: a prestigious award that celebrates the excellence of the Turkish optical industry by recognizing outstanding achievements and underscoring its continued commitment to innovation and quality.

Join us for an edition of SILMO Istanbul more inspiring and creative than ever, from 20 to 23 November at the Istanbul Exhibition Center!

SILMO ISTANBUL IN PICTURES & EN VIDEO

