



Eyewear Tour – Looking at the Latest Style' seminar.

Three 'Brand Name Gallery' eyewear parades took place during the fair, while winning and finalist entries in the 13th Hong Kong Eyewear Design Competition were on display at the Wine Cellar, Hall 1B, throughout the fair.

QUICK RESPONSE

The Hong Kong Optical Fair was the first in Hong Kong to feature Quick Response (QR) technology which enabled buyers who registered for the service, to simply use their smartphones or tablets to scan the QR code at each exhibition booth and instantly obtain exhibitor profiles. Within 24 hours they also received a personalised email listing of exhibitors they had visited.

According to the organisers, the event showcased Hong Kong's leading export industries, which shipped spectacles, lenses and frames worth US\$1.47 billion from January to September this year – a 10 percent increase, year-on-year.

With the good turnout of visitors and the increasing participation of exhibitors, the Hong Kong Optical Fair has proven that it can be positioned amongst the leading eyewear events, not just in Asia, but the world over.



VISIONPLUS (ARABIA) - Everything Between You & Eye