

Press release



THE INTERNATIONAL TRADE
SHOW FOR OPTICS & DESIGN

opti 2020: Spotlight on to the world of optics

60,000 m² jam-packed with the latest in optometry and ophthalmology, represented by 605 exhibitors from 39 countries: opti 2020 was a complete success. This year, the new, stylish Entrance North-East and Entrance North-West led visitors into the bustling halls. 28,000 trade visitors from 93 countries casted their votes with their feet – and came to get the latest trends and developments right at the beginning of the year.

Munich, 12 January 2020 – A good feeling from the very start: This is what opti 2020 offered to its visitors as soon as they stepped foot in the trade show halls. Once again, the optic family's annual kick-off meeting clarified the importance of opti and Germany as its location for the industry, as demonstrated by the slightly increased number of international guests. As a result, all eyes in the global scene were on the 2020 edition of the trade show.

Excellent business at opti 2020

Optics and ophthalmology companies started the year in a very good atmosphere: According to the industry association Spectaris, the German industry can look back on the most successful business year of the last decade, with revenue growth of 5.4% in 2019. The sector has seen continuous growth since 2011. The good business climate was reflected on both exhibitor and visitor side: Almost two thirds of the exhibitors achieved deals, bookings or orders at the fair, whilst 92% of opti trade visitors gave top marks this year. The importance of opti for its national and international exhibitors and visitors remains unchanged. opti continues to be the most important event within the DACH region. Josef May, chairman of the industry association Spectaris: "opti Munich 2020 was a good fair. Most of us, like in previous years, had a lot of valuable contacts. For the companies for whom it is an order fair, it was a good start into the new decade. Now we are faced with the challenge of charging the new Stuttgart location communicatively and emotionally, because moving in the odd-numbered years is inevitable, due to the future situation at the Munich location. But we have confidence in the brand, the opti team and the central trade fair within the DACH region as well as its importance to the world."

10. – 12.01.

Fairground Munich
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Aside from good business deals, maintaining existing contacts, and expanding one's own network, the topic of further education was also at the top of the agenda. The opti FORUM, which offers a space for knowledge transfer on all topics relevant to the optics industry, drew a steady crowd in 2020. In total 2,900 visitors attended one of the 33 lectures over the three trade show days. The topics of "Optics 4.0. – The Opportunities and Risks of Teleoptometry", "Referral Marketing", and "Facing the Challenge of MDR – What Do We Need to Do Before it Takes Effect?" were particularly popular.

Another highlight at the opti FORUM was the presentation of the BLOGGER SPECTACLE Award 2020 for the best newcomer in the opti BOXES. 25 international eyewear and lifestyle bloggers from eleven countries chose the young London-based brand Covrt Project Limited, founded by designer Marcello Martino. The opti SHOWCASE on the topic of "Company Positioning", which visitors could enjoy by means of VR glasses in combination with a personal consultation, also drew considerable interest.

Thomas Truckenbrod, President of the ZVA, summed up his impressions of the trade show as a whole: "From ZVA's point of view, opti 2020 was the perfect start to the decade and provided a great outlook on the things to come. Once again, trade visitors could find everything they needed to succeed as market participants. Whatever the reasons are, that led to the new location for 2021: To me, the most important part is that the entire industry family can get together in one place. I'm looking forward to Stuttgart!"

Stuttgart and Munich: One trade show, two locations

As of 2021, opti will be alternating between two locations. In odd years, the trade show will take place in Stuttgart, starting next year from 8 to 10 January 2021. The reason for this is that the location in Munich is no longer offered by Messe München at the usual time, due to the leading global trade show BAU as well as a strategic shift in the Fairground Munich's portfolio of events during odd-numbered years.

Dieter Dohr, Chairman of the Board of the Gesellschaft für Handwerksmessen mbH, says: "We were all profoundly disappointed to hear that the location in Munich would no longer be available within our desired time period, because the industry feels at home in Munich. A trade show doesn't need to be tied to a specific location, but several criteria remain indispensable for our industry's success and formed a focus during our search for a new location: The early date in January, the sequence of days from Friday to Sunday, reasonable

assembly and dismantling times, excellent logistics and the ability to address the strong exhibitor and visitor markets to which opti is accustomed. Aside from Munich, only the trade fair location of Stuttgart meets all of these essential criteria.” Bettina Reiter, opti Project Director and herself in the trade fair business for over 20 years, adds: “The experienced opti team knows the industry, knows the trade show, and has been organising this high-level event for many years. opti will continue to remain opti at this new location.” Stefan Lohnert, currently Head of Guest Events at Stuttgart Messe and soon Managing Director, says: “We are very honoured that opti chose Stuttgart as a second location. We already look forward to welcoming the industry in January 2021!”

About opti

opti is the International Trade Show for Optics & Design, which take places annually in rotation between Munich and Stuttgart, in January. It offers trade professionals the complete optical spectrum from spectacle frames to lenses, contact lenses, refraction, diagnostics and low vision as well as shop fittings and technical equipment. This makes opti the platform for product launches from both international market leaders and start-ups. Since 2008 the trade show has been organised by the GHM Gesellschaft für Handwerksmessen mbH. It took place for the first time in 1998.

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