



AN INTERNATIONAL
EXHIBITION FOR

Optical

INDUSTRY IN
INDIA



JULY 2024

**CHENNAI TRADE CENTRE
CHENNAI, INDIA**



IIOO EXPO

Preface 2024

www.iiooexpo.com

WHY VISIT - IIOO EXPO 2024

“IIOO Expo can connect you to some of the world's best-known and most exciting brands as well as economical options and enhance your market knowledge and contacts:”

- *IIOO EXPO is the most Happening International and Only Exhibition for Optical Industry in South India & Nepal.*
- *Catch all International & Local Brands under One Roof.*
- *Find complete range of Optical & Ophthalmic Instruments.*
- *Book face to face appointments with key importers & Manufacturers.*
- *Meet new suppliers, Source new products and Drive sales.*
- *Seek out New business opportunities.*
- *Find new brands in frames, sunglasses, lenses & accessories.*
- *Enjoy a rich school agenda where guests can mix and mingle in spectacular settings.*



9000+
Visitors



927+
Optical Brands



205+
Exhibitors



71+
Conferences



10,000+
Sq. Mtr.
Gross Area

- Outstanding
- Excellent
- Very Good
- Good
- Average



EXHIBITOR PROFILE - IIOO EXPO

				
Spectacles & Sunglasses	Ophthalmic Lenses	Contact Lens Products	Eye Care Products	Optical Tech
				
Instruments Equipment & Machinery	Optical Accessories	Store Display & Decoration	Raw Material Supplies	Private Label Manufacturer
Optical FRAMES	Optical Cleaning Products, FIXTURES & FITTINGS	Low Vision	Optical Packaging & Store Designers	Software

KEY PARTICIPANTS

900 +

BRANDS
SHOWCASED

20 +

EXIHIBITING
COUNTRIES



Exhibitor's Feedback - IIOO EXPO

We are participating in IIOO Expo since the beginning. We consider it one of the major optical events in the India. Every year we are happy with the results of the exhibition as well as this year. This exhibition helps us, because every year I can see the success of the exhibition. We are satisfied with our results, with the number and the quantity of visitors every year and I think this year is very successful.

Mr Vikram Shah - Stylrite Optical Industries

It was indeed to have witness one of the largest gathering of Optician, Optometrist, Ophthalmologist from the region. We felt the exposure and visibility we got for our products with much inquiry in our kitty.

Mr. Ashish Gosalia - Spark Vision

We are a China based company with manufacturing plant in Guangzhou. We are regular at IIOO Expo. The exhibition itself ensures that we are meeting the right audience and creating our representation. IIOO Expo is a great place to explore.

Ms. Chen Su - Guangzhou Lianglong Glasses Co. Ltd.

The good thing about the exhibition is that everyone is here so we have the chance to meet everyone. It's easier to meet them all in one place than try to visit them one by one. If you are interested in the South Indian Market, you have to be here.

Mr. Anit Singh - Galorbay Optix India

"IIOO Expo has been good so far & we could meet plenty of optician & appoint distributor to explore a better future for our business. We would surely participate at the coming exhibition with a positive plan for the next exhibition.

Mr. Sanjeev Ranjan - Titan Eyewear

India has been evolving rapidly with growing demands for hi-tech & reliable product with focus on quality. "IIOO Expo" has been our tailored made solution to encapsulate India in one go.

Mr. Balaji - Mehra Eyetech

Apart from business IIOO Expo was important in terms of Customer Insight Analysis which allows you to identify patterns in their buying, learn about their business operation, including product lines and find out exactly what's important to them, we enjoyed being part of the show.

Mr. Yuvraj Sikriwal - Luxottica

"IIOO Expo" overall has always been contributing to our growth. The exhibition has been ensuring leads through B2B Meetings and Conferences. We have been regular at all the editions and certainly shall be at the coming Expo in Hyderabad.

Mr. Arvind Kasturi - Appasamy Associates

VISITOR'S PROFILE - IIOO EXPO

- *Optical Retailers*
- *Opticians & Optical Stores*
- *Ophthalmologist*
- *Departmental Store*
- *Hospitals*
- *Surgeons (Eye)*
- *Trade Stockist & Distributors*
- *Frame Manufacturers*
- *Goggles Manufacturers*
- *Sporting - Goods Stores*
- *Eye Clinics*
- *Eye Care Charities*
- *Multi Brand Stores*
- *Consultants*
- *Optometrists*
- *Glasses & Lenses Manufacturers*
- *Fashion Store*
- *Eye Doctors*

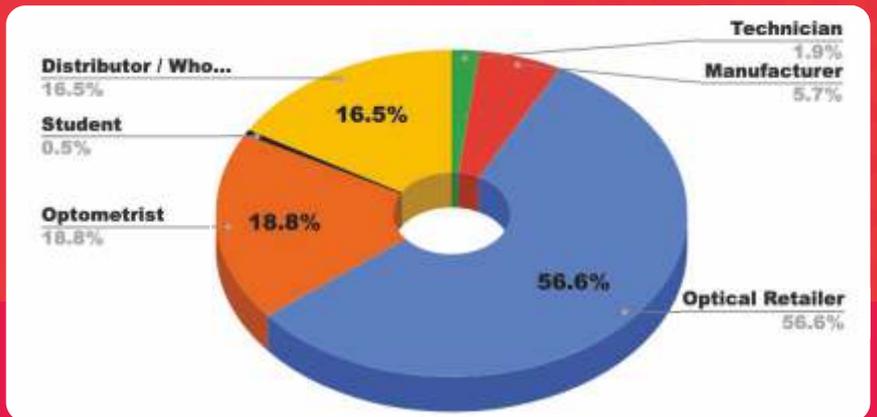


9000 +
TOTAL VISITORS

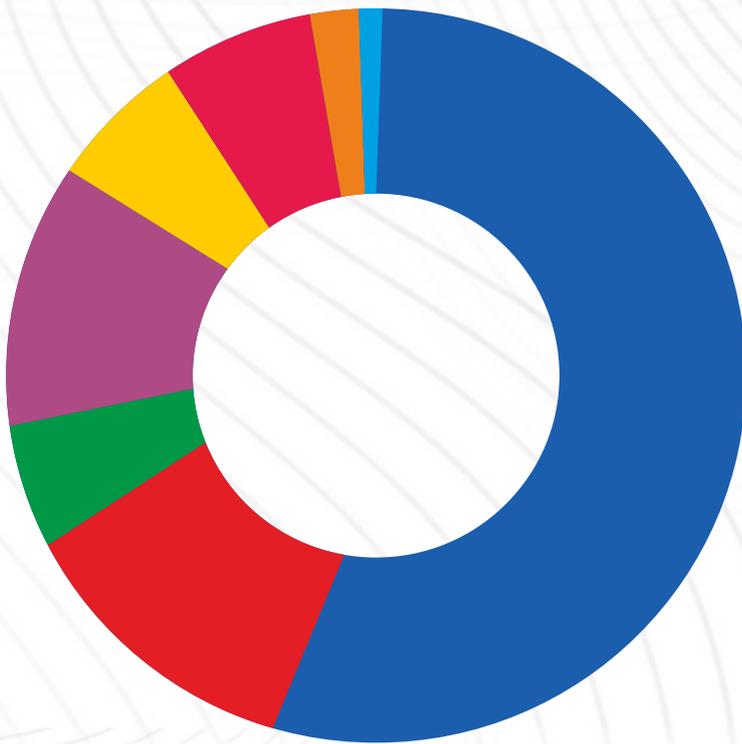
500 +
INTERNATIONAL VISITORS

20 +
VISITORS FROM ALL COUNTRIES

85
% OF THE VISITORS SAID THAT THEY WOULD BE KEEN TO ATTEND AGAIN NEXT YEAR



VISITOR'S PROFILE - LAST SHOW CATEGORIZATION



- Opticians & Optical Stores (58%)
- Wholesalers, Trade Stockists & Distributors (16%)
- Retail Chains (5%)
- Optometrists (10%)
- Eye Doctor's (5%)
- International Buyers (3%)
- Optometry Students (2%)
- Others (1%)

PURPOSE OF VISIT:

- 32%** Purchase Products
- 21%** Search for dealers & agents
- 11%** Search for partners & projects
- 36%** Collect industry information, networking & other purposes

COST EFFECTIVENESS IN PARTICIPATION:



VISITORS FEEDBACK

- New Business Opportunities
- Industry Insights
- Commercial Objectives
- Networking

87%

Visitors were satisfied with result achieved

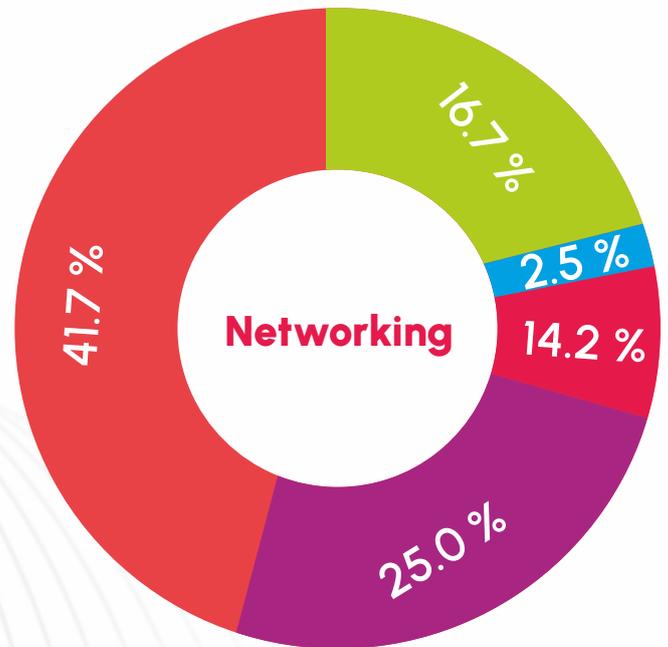
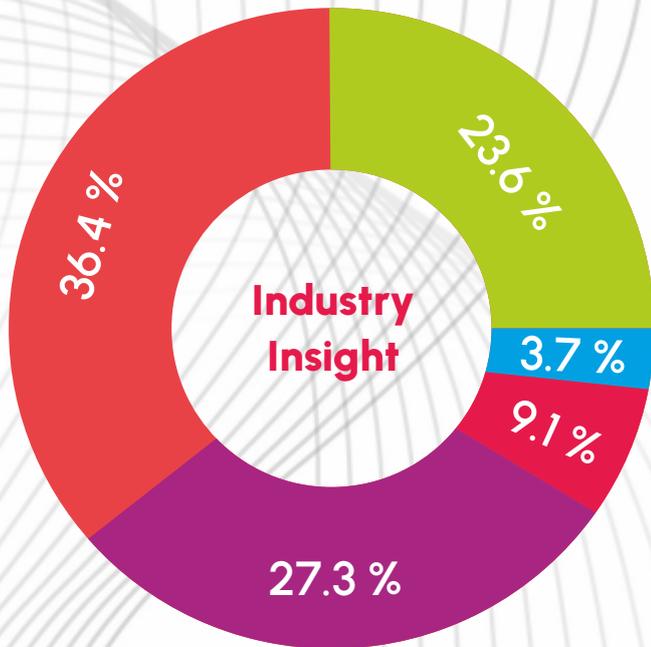
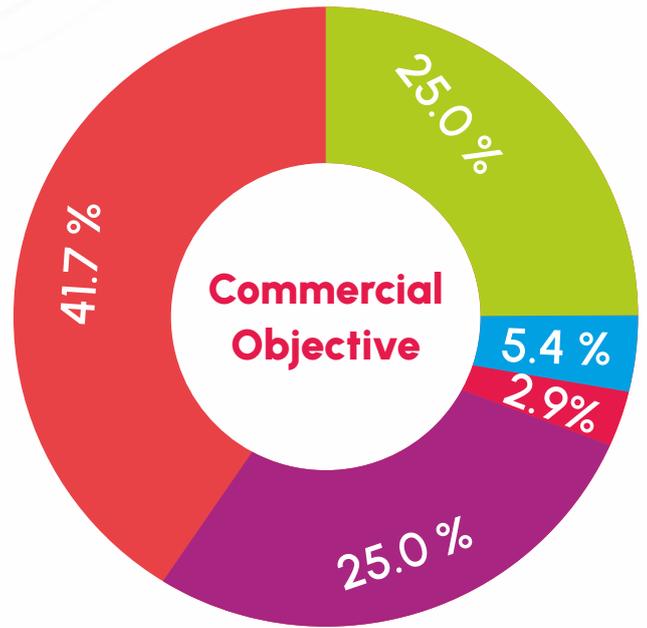
62%

Visitors were decision makers

92%

Visitors will visit in next year

FACT SHEET - IIOO EXPO 2023



● Excellent ● Very Good ● Above Expectation ● Good ● Average



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