

Press release no. 7

**The international
trade show for
optics & design**

10.1. – 12.1.2014
Fairground
Messe München

www.opti.de

Good reasons to visit opti 2014

New ideas, continuing-education opportunities, personal contact with business associates and an extensive market overview: There are plenty of reasons to visit opti 2014 in Munich – and several ways for opticians to profit from the comprehensive range of exhibits at the international trade show for optics & design from 10 to 12 January 2014.

Munich, 28 October 2013 –

Showcasing new products: Over the past few years, opti has established itself as an international premiere platform. From major key players to smaller manufacturers, they all rely on opti to present their new products. It is



where trade visitors go in January to find the products that keep them a step ahead of the competition – from upcoming trends and technologies to new and unknown brands.

Direct comparisons, quick and compact information: Trade shows show everything that is currently available on the market. opti gives trade visitors a chance to examine and try out the products of some 500 exhibitors and more than 1,200 brands. They can draw direct comparisons between products and gain insights about their (future) business partners. The advantage of opti: No other event allows trade visitors to experience such a diverse range of international competitors from the entire industry in such a compact space. Even if they only have a little time, trade visitors in Munich can hold numerous discussions on a single day and get a comprehensive look at the latest developments.

Important advisor: Trade shows still play an important role in the decision-making process for ordering products. According to a study conducted by AUMA, the leading association for the trade-fair industry, they are one of the most important sources of information. According to that study, far more than half (66 per cent) of the decision-makers asked feel that trade shows are "very

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important" for their purchasing and investment decisions. And many of them also put their money on opti.

Inspiration for their own business: The extensive range of exhibits at trade shows invites visitors to think outside the box and use what they see for their own business. opti gives them plenty of new ideas and inspiration for everything from shop setup to marketing and advertising – including a number of new ideas that can easily be implemented in shops and display windows.



Perfect start to the business year:

When else except in January is the best time to get the new business year started? The best time to stock up on new products is right after the holiday season. After all, come springtime at the latest, customers will start asking about

the trends in optics, design and glasses. opti gives opticians a chance to see what will be "hot" during the next 365 days and beyond. In addition, they can be sure that the exhibitor and visitor statistics for opti are correct. That is because every year it has them verified and certified by the independent Society for Voluntary Control of Fair and Exhibition Statistics (FKM).

Personal contacts: In many cases, the foundation for a successful business relationship is personal contact. Trade shows allow visitors to form their own opinions about potential business partners and clarify unanswered questions in personal discussions with manufacturers. opti gives them an opportunity to get to know their contacts personally and lay the foundation for a successful and trusting working relationship.

Going into discussions well prepared: The opti website www.opti.de/en gives visitors a comprehensive look at all exhibitors, products and brands before the trade show even begins. This allows them to make transparent and discriminating comparisons and ensure that they are well prepared for the show. With the help of the website, the opti app and the new opti organizer, trade visitors can get an idea of what to expect in the four halls, plan their visit to opti in detail and make appointments for meetings.

International industry gathering: Besides business, the social aspects are also an important part of trade shows. As an international industry gathering, opti is an excellent opportunity to meet colleagues from all over the world.

Discussions in a relaxed environment allow trade visitors to exchange ideas and information and discover useful tips for their own businesses – for example, at the Walk of Frame bar (Hall C1) or the Yes! lounge (Hall C4), which have established themselves as popular places to meet.

Continuing education free of charge:

opti does more than cover the entire optician market: It also features an incomparable supporting programme. The opti forum in Hall C2 with leading speakers features outstanding interdisciplinary presentations on each day of the show. Due to the show's international significance, presentations are simultaneously translated into English. The continuing-education programme is free of charge for all exhibitors and visitors attending the show.



One of the most beautiful cities in the world: Museums, the theatre, first-class restaurants and the world famous Hofbräuhaus. Besides opti, the city of Munich is also worth the trip. After all, no other city makes it easier to mix business with cultural and culinary pleasure. Downtown Munich is just a 20-minute subway ride from the fairground Messe München.

Additional information: www.opti.de/en

About opti

opti takes place annually at the beginning of the year and is held at fairground Messe München. As the international trade show for optics & design it presents the entire spectrum of optics ranging from frames, ophthalmic lenses, contact lenses and low-vision products to shop set-up, technical equipment and devices. This makes opti the platform for product premières of international market leaders and start-ups alike. Since 2008 the trade show has been run by GHM Gesellschaft für Handwerksmessen mbH. Since then opti has shown continual growth. The trade show was held for the first time ever in 1998.

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