



Media Invitation 採訪邀請

To Assignment Editor:

Record Number of Exhibitors for Optical Fair Opening 5 November Press Conference will Focus on Market Trends, Stylish Products

14 October 2014 - The 22nd edition of the HKTDC Hong Kong Optical Fair is expected to welcome over 700 exhibitors, a new record for the event running 5-7 November at the Hong Kong Convention and Exhibition Centre (HKCEC). A press conference on Monday, 20 October will introduce the details of the fair and reveal the winners of the 16th Hong Kong Eyewear Design Competition.

A highlight of this year's Fair is the participation of Rochester Optical, a smart eyewear exhibitor who will introduce, for the first time in Asia, its range of smart glasses including Smart Frames™ for Google Glass, Epson® Moverio and Vuzix® M100; as well as the Chimm collection designed by the renowned Hong Kong designer Simon Chim, which includes a variety of prescription eyeglass frames for the Vuzix® M100 and Google Glass.

Other brands presented at the press conference will include A Bathing Ape (Japan), Big Horn (Hong Kong), Bentley (UK), Eyes Cloud (Japan), Flair (Germany), Frederic Beausoleil (France), FYSH (UK), Hachill (Hong Kong), Markus T (Germany), Muzik (Korea), Ørgreen (Denmark) and more. More than 190 brands are expected to participate at the fair.

This year's Hong Kong Eyewear Design Competition is divided into Open Group and Student Group under the theme "Retro". It emphasises creativity and extraordinary craftsmanship through "A Journey to the Past". Winners will join industry representatives at the press conference, along with models showcasing the winning designs and a range of eyewear from selected exhibitors.

The fair displays the latest styles of frames, spectacles and related products through various product zones, ranging from kids' eyewear to optometric instruments, equipment and machinery. The fair will also host special events including seminars and eyewear parades. The 12th Hong Kong Optometric Conference featuring "Development of Optometry for the Future" will take place on 6 and 7 November.

The HKTDC will organise a press conference on 20 October, to introduce the fair and present some of the innovative exhibits. We cordially invite you or your representative to cover the event:

Date: 20 October (Monday)

Time: 2:30pm-3:30pm

Venue: Sky 100, 100/F, ICC, 1 Austin Road West, Kowloon

Hosts: **Sophia Chong**, Assistant Executive Director, HKTDC
David Chow, Incoming President, Hong Kong Optical Manufacturers Association

Language: Cantonese (Questions in English or Putonghua are welcome.)



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Fair Website

Hong Kong Optical Fair: <http://hkopticalfair.hktdc.com/>

Media Enquiries

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