



Moscow International Optical Fair (MIOF)

February 11-13, 2020 / CROCUS EXPO / Pavilion 2, hall 8

« All news (press/news.php)

Hong Kong Eyewear Good Design pavilion at MIOF 2020

13 December 2019

()

In February, 2020, in "Crocus Expo", within the 26th MIOF exhibition The management office of the Moscow International Optical Fair together with the Hong Kong Optical Manufacturers Association (HKOMA) in cooperation with the Hong Kong Productivity Council (HKPC) will organize for the first in the history pavilion of the Hong Kong Eyewear Good Design project which will unite more than 30 exhibitors on one platform. The event will take place from February 11 to February 13, 2020 in Crocus Expo, Pavilion 2, hall 8.

The Hong Kong optical industry is notable for their emphasis for high quality, innovation and fashion designs. Hong Kong is the world's third largest exporter of glasses and frames. Ms. Grace Tai, president of HKOMA, said that HKOMA is excited to collaborate with HKPC in organizing the Hong Kong Eyewear Good Design project. Only 30 Hong Kong exhibitors who meet strict international criteria have been selected to participate in this project aimed at promoting Hong Kong's best optical designers and companies to developing country markets under the One Belt, One Road Initiative.

Continuing the topic she added that one of such emerging markets is Eastern Europe. It is an economically active region with a growing middle-class population. The MIOF exhibition has established itself as an European business platform of the optical industry and acts as a bridge connecting Russian and international optical markets. That's why she considers it to be the perfect platform for Hong Kong companies to explore new market opportunities in the Eastern Europe market.

There are companies and brands that will be presented at the February edition in Moscow which are both already known to the Russian public, such as Laura Ashley or Big Horn by Kevin Ching designer, and new, equally interesting collections, such as GQ (Good Quality Optical Factory Ltd) or models of Cheung Sau Ki and Ho Mei To designers.

Welcome to MIOF and Hong Kong Eyewear Good Design pavilion!



- Personal data processing policy (/upload/all/2017/personal_data_processing_27jul.pdf)
- Rules of visiting events held in Crocus Expo (/upload/all/2018/events-visiting-rules_02oct19_eng.pdf)
- Purchase rules for tickets to Crocus Expo events (/upload/all/2019/tickets-realisation-procedure_02oct19_eng.pdf)
- Tickets refund application (/upload/all/2019/ticket-refund_application_02oct19_eng.pdf)

(https://vk.com/share.php?url=http%3A%2F%2Feng.optica-expo.ru%2Foptica%2Fpress%2Fdetail_news.php%3FELEMENT_ID%3D55665&title=Hong%20Kong%20Eyewear%20Good%20Design%20pavilion%20at%20MIOF%202020)

(https://www.facebook.com/sharer.php?src=sp&u=http%3A%2F%2Feng.optica-expo.ru%2Foptica%2Fpress%2Fdetail_news.php%3FELEMENT_ID%3D55665&title=Hong%20Kong%20Eyewear%20Good%20Design%20pavilion%20at%20MIOF%202020)

(https://connect.ok.ru/offer?url=http%3A%2F%2Feng.optica-expo.ru%2Foptica%2Fpress%2Fdetail_news.php%3FELEMENT_ID%3D55665&title=Hong%20Kong%20Eyewear%20Good%20Design%20pavilion%20at%20MIOF%202020)

(https://twitter.com/intent/tweet?text=Hong%20Kong%20Eyewear%20Good%20Design%20pavilion%20at%20MIOF%202020&url=http%3A%2F%2Feng.optica-expo.ru%2Foptica%2Fpress%2Fdetail_news.php%3FELEMENT_ID%3D55665)