

More Than 10,000 Buyers Visited The Hong Kong Optical Fair 2006, A 14% Growth Over Last Year

Organised by the Hong Kong Trade Development Council, the 14th Hong Kong Optical Fair concluded last Friday (November 10) at the Hong Kong Convention and Exhibition Centre.

TDC Assistant Executive Director **Mr. Benjamin Chau** said: "The good turn out at the fair is fuelled by rising demand in the European countries. Global optical manufacturing and sourcing base shifted to Asia is another reason that buyers are attracted to visit the fair."

Mr. Chau said Hong Kong's eyewear manufacturers had been investing more to upgrade their technology and design. "Optical products have become more chic, lighter, more durable and well-received by overseas buyers."

Hong Kong's total exports of spectacles rose by 17% to US\$999 million in the first nine months of 2006, after a 13% increase in 2005. Growth of exports to the EU was particularly strong and went up 33% in the first nine months of 2006

A detailed breakdown of buyer attendance at the three-day event is as follows:

- Total attendance: 10,064 - up 14%
- Hong Kong buyers: 3,393 - up 17%
- Buyers from places outside Hong Kong: 6,671 - up 13%
- Major buyers are coming from Chinese mainland, Taiwan, Japan, Korea, the US, Australia, Malaysia, Singapore, India and Germany

Large frames and colourful items are expected to be the best sellers in the coming year.

Russian buyer **Leonid Skvortsov** said he has already signed 12 contracts in this fair. He said: "Our targets are mostly night drivers, and sporty looks are their favourite. Nickel-silver and plastic are the most popular materials."

SK. Nurul Islam from Bangladesh said five agreements have been made on-the-spot. He said: "I am looking for simple designs rather than fancy one."

One of the exhibitors **Nikolaj Schnoor**, the General Manager of Lindberg Denmark said: "The customers are more and more demanding about the eyewear products, thus, we are now producing more fashionable frames with a large varieties of colours. Titanium glasses are popular as well."

Another exhibitor Jessie Kim of Interjojo in Korea said: "European prefers transparent lens while Asian would prefer the coloured-one such as blue or green."

Aileen Lin of Wenzhou Union Eyewear Company Limited said: 'Big frames would be the main focus of American markets, their sunglasses are with black or brown lens.'

The next fair is scheduled for November 6-8, 2007 at the same venue.