

**focused on optics**



**OPTA**

**17<sup>th</sup> International Fair for Eye Optics,  
Optometry and Ophthalmology**

**3,641 sq m** of net exhibition area

**153** exhibiting companies  
from **20** countries

**5,126** trade visitors  
of which **503** were from abroad

Brno, Exhibition Centre  
Czech Republic

**25.-27. 2.**

**2011**

[www.opta.cz](http://www.opta.cz)

Co-organiser of the fair

**SCOO**

Partner



Central European  
Exhibition Centre



BVV



Veletrhy  
Brno

**final report**



## OPTA 2011 – the fair reported a modest revival on the market

OPTA – the 17th International Fair for Eye Optics, Optometry and Ophthalmology – was held for the second time in the new multifunctional Hall P, where the complete supporting programme was also held under a single roof. A number of interesting exhibits aspiring to be the retail hits of this year's season were presented at the fair. These included, in addition to new collections of spectacles for 2011, exhibits in the field of contactology and advanced instrumentation for opticians, optometrists and ophthalmologists.

The highlighted topics **teenagers and young people + sport and leisure** met with a favourable reception from exhibitors and visitors alike and attracted considerable attention to the ranges of products concerned. The fair also brought media attention to a number of new topics, such as the risk of long-term exposure to 3D images and the escalating competitive battle between private opticians and the big chains.

Also, a new competition for visitors – TOP OPTA trade public – was launched in 2011.

## EXHIBITORS

- **The great majority of exhibitors (95%) had already exhibited at the fair in the past**
- Two thirds of exhibitors plan again to take part in the next OPTA trade fair

### The commercial value of the fair

- **Half of the visitors and exhibitors made business contacts at the fair**
- **Contracts and deals closed at the fair amount to an average of 9.3%** of the annual receipts/turnover of the exhibiting companies
- Opticians saw a decline in turnover in 2010 and **stagnation or modest growth is expected in 2011**
- 49% of visitors and 54% of exhibitors made significant business contacts at the fair

**Countries represented:** Austria, Canada, China, Czech Republic, Denmark, France, Germany, Great Britain, Italy, Japan, Hungary, Netherlands, Poland, Slovakia, Spain, South Korea, Sweden, Switzerland, Turkey, USA



### Exhibitors were satisfied with:

- structure of visitors and the number of business partners
- new business contacts made
- contracts and deals closed
- the organisation of the fair





# VISITORS

Visiting OPTA makes sense – **49% of visitors made significant business contacts at the fair**

## Visitor profile

- 55% of visitors make company decisions alone or jointly on purchase and investment
- 69% are opticians and optometrists
- 52% are representatives of the retail opticians' trade

## Visitor attendance and participation in the fair

- 81% of visitors have already visited the fair on a number of occasions in the past, 25% of visitors were at the fair for the first time
- Visitors to the fair generally spent a whole day at the fair
- 84% of visitors will be attending the fair again next year

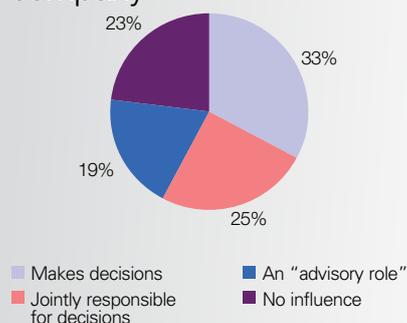
## What did visitors like about the fair?

- 65% of visitors were satisfied with their visit to the fair
- The principal reasons for visitor satisfaction: the attendance of leading companies in the field, the range of products on display, the number of new products, the high standard of the exhibition hall and the organisation of the fair

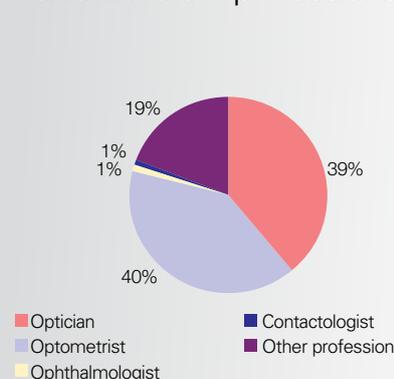
## The expert programme

- 28% of visitors took part in the programme and a clear majority consider it useful
- The scope of the expert programme suited visitors to the fair

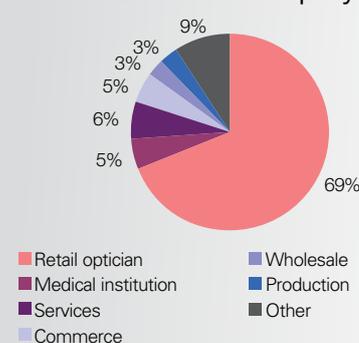
Visitors' influence on decision-making within their company



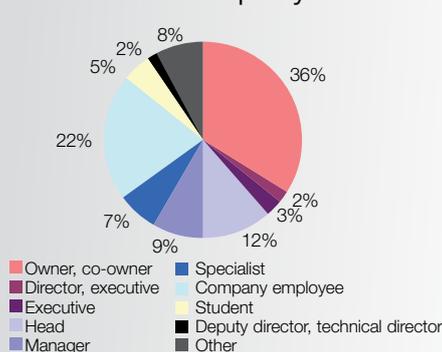
Trade visitors – professions



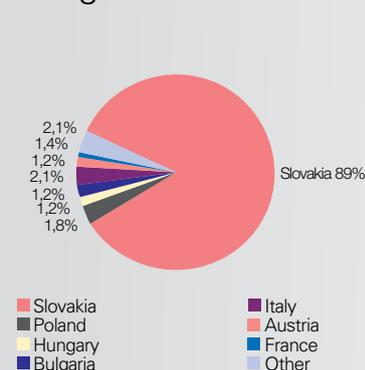
The type of company by which trade visitors are employed



The position of trade visitors within their company



Foreign visitors



### Countries represented:

Austria, Bulgaria, Czech Republic, France, Germany, Great Britain, Hungary, Italy, Poland, Russia, Slovakia, Switzerland



# The results of the TOP OPTA competition

## Mr. Blue – edging system

**Manufacturer:** Essilor International  
**Exhibitor:** Essilor-Optika, spol. s r.o.

## Biotrue – multipurpose solution

**Manufacturer:** Bausch+Lomb Incorporated, Rocester NY  
**Exhibitor:** Optimum Distribution CZ&SK, s.r.o.

## Čtyřlístek children's spectacle frames

**Manufacturer:** Samsung Optics  
**Exhibitor:** Metzler International s.r.o.

## Multi-look system

**Manufacturer:** Presenta Nova d.o.o.  
**Exhibitor:** Presenta Nova GmbH

## Zenkid – glasses for teenagers

**Manufacturer:** Zenka Diffusion France  
**Exhibitor:** EYE 2000 s.r.o.

## TOP OPTA trade public

### FRIEND glasses holder

**Manufacturer:** CENTROSTYLE Spa  
**Exhibitor:** COLOR-OPTIK spol. s r.o.

## The expert programme

In 2011 the expert programme covered two days

### COMPANY PRESENTATIONS

- Sharp and safe sight in sport with spectacle lenses from SAGITTA (Sagitta spol. s r.o. Bratislava)
- New products from the company Bausch+Lomb (Optimum Distribution CZ&SK s.r.o.)
- New products from the company Essilor (Essilor-Optika, spol. s r.o.)
- The latest refinements in ACUVUE® soft contact lenses (Johnson&Johnson)
- Exceed patients' expectations with the newest lens materials (Omega Optix, s.r.o.)
- The production of eyewear in the EU vs. China (Omega Optix, s.r.o., Beausoleil)
- Common and differing features of modern contact lenses (The Czech Contact Lens Society)

Saturday

### ACCREDITED TRADE LECTURES

- High blood pressure and sight (Vilém Rudolf)
- Discounts in the opticians' trade (Ivan Vymyslický)
- Family history and sight (Martina Nováková)
- The correction of irregular astigmatism (Beno Blachut)

Sunday

Research showed that the division of the expert programme in two days suited 40% of visitors.

21% of trade visitors state taking part in the expert programme as the principal reason for their visit to the fair.

## What they wrote about the winning exhibits

Zdravotnické noviny (Medical News) – 14. 3. 2011

### FRIEND – helpers for your glasses

The competition "TOP OPTA trade public" was held for the first time at this year's fair, with the results being decided by an anonymous poll. The competition was won by the multifunctional silicon accessories FRIEND. Manufacturer: Centrostyle, SpA Italy; Exhibitor: Color-Optik, spol. s r. o.

The Czech News Agency – 27. 2. 2011

### Talk at the Opta trade fair indicated a modest revival on the market

The winners of the awards at the fair included children's frames from the company Metzler International s.r.o. featuring motifs from the popular comics Čtyřlístek. Others to take away awards from Brno were the junior frames Zenkid with interchangeable clips and the multifunctional solution BioTrue for care for all types of soft contact lens.

Právo – 26. 2. 2011

### Phosphorescent glasses

The highlighted topics at this year's fair were the young and leisure. The most interesting exhibits designed for teenagers include glasses that glow in the dark and frames printed with motifs from the Czech comics Čtyřlístek.

The Czech News Agency – 25. 2. 2011

### Opta offers frames with Fifinka cartoon character and hi-tech electronic glasses

In addition to new fashion, Opta is also offering revolutionary innovations in sight quality and optical aids. The Slovak company Danae Vision has brought a new product – the emPower electronic multifocal spectacles from the company Pixel Optics, which correct the number of dioptres and focus to the right distance for the users themselves with the help of liquid crystals. All the user has to do is tilt his or her head or touch the sidepiece, thereby activating the glasses' electronic zone, and the right number of dioptres is activated in the spectacle lens. According to Lucie Michaláková from the company Danae Vision the new product will not be on sale in the Czech Republic and Slovakia until the end of the year, though it will be available abroad during the course of this year.



## Media partners

Main media partner:



# What they said about the fair

**Ján Poldauf, company secretary of the company  
Essilor-Optika, spol. s r.o.:**

This year's Opta was better than last year's. The situation in the industry is improving and we seem to be getting over the worst of the crisis. This was also clear from the business done at the fair. I see the changes made to the organisation of the event in a positive light, particularly Saturday evening when we could stay in the exhibition hall and continue our talks with customers.

**Martina Egrtová, marketing manager of the company  
HOYA Lens CZ a.s.:**

We are satisfied with this year's fair. We saw a good visiting attendance on our stand on both Friday and Saturday, and a great many of our customers took part in the accompanying programme we prepared for them at the fair. The most important thing about OPTA for us is the chance of maintaining relations with our clients, who get the chance of meeting those of our employees who don't travel round our customers during the course of the year. We think the situation on the optical market is improving, and our larger stand this year corresponded to this.

**Jérôme Losi, export manager for the company Lunettes  
Beausoleil, France:**

I have been wanting to come to the fair in Brno for two years now to get to know the Czech market and the mentality of Czech opticians better, and now I have managed to for the first time. I am surprised by the quality and the size of the fair, because I believed it to be smaller. It is just a single exhibi-

tion hall, but recently I was at the fair in Sydney, and that was smaller. The exhibition stands are of a relatively high standard and clean design. It is a great pleasure to see an optical fair that is such a success.

**Jiří Kaiser, executive of the company  
Metzler International s.r.o.:**

The weather was good at this year's Opta and that certainly helped increase the number of visitors. There were a good number of people at our stand and the turnover of orders closed right at the fair was higher than in 2010, as our representatives anticipated. We are extremely satisfied with the results of OPTA 2011. Personally, I have a good feeling about this year's event. We won one of the Top Opta awards for our Čtyřlístek children's frames, which are designed specially for the Czech market, and I have to say that we saw considerable interest in them from opticians as a result.

**Jaroslav Majerčík, co-owner of the company  
SAGITTA Ltd., spol. s r.o.:**

This year's OPTA has been comparable with last year's for us in terms of results. We presented collections of luxury brands here that we have won the right to represent again, and the level of interest in this highly fashionable line has set off the slight fall in sales of other brands, so we are satisfied on the whole. We began preparing carefully for Opta six months in advance, as usual, so we had a clear schedule for our talks with our customers and took full advantage of our time spent at the exhibition.



# What they said about the fair

## **Petr Andrys, owner of the company Mr. Gain s.r.o.:**

Last year we focused on design, while this year we are concentrating mainly on sales. For the first time, we are presenting an internet application with a virtual business representative, which saves opticians' time and makes ordering simpler. I think it is important to look for new directions and ideas for the fair; this year I welcome the relaxation zones, for example, which have been designed to perfection. There have been a good number of people here so far.

## **Oldřich Dostál, executive of the company New Line Optics, s.r.o.:**

OPTA is an excellent regional exhibition; a little smaller this year unfortunately, though perhaps next year we will see a return to the scale seen two years ago. That would certainly be great to see, because this is a really lovely exhibition and one of an extraordinarily high standard compared to those held in neighbouring countries. OPTA is truly the only exhibition in the region we could compare with events such as MIDO and SILMO in terms of its character and presentational standard, which is why I hope this lovely project continues to grow and develop.

## **Alice Tobolková, executive of the company Aglaja s.r.o.:**

I see this year's Opta in a completely positive light; it has been extremely useful for my company. We managed to contact around twenty new customers here with whom we are beginning to work, and I also renewed contact with a number of customers from the nineteen nineties who were among my first clients. I see the exhibition as a place where we have the opportunity of meeting up with pleasant customers and colleagues in the field. It is a joy that a lot of the work associated with the preparation of our presentation has borne fruit and the customers have shown great interest in our products.

## **Beno Blachut, President of the Association of Czech Opticians and Optometrists:**

OPTA helps opticians provide highly professional services of a high standard. The important thing in the optical trade is not just business, but providing people with a service and high-quality healthcare. We should think about how to continue to improve our services, and we can certainly see in Hall P what our trade is capable of.

## **Pavel Moravec, President of the Optical Union of Slovakia:**

Slovak opticians have been coming to Brno from the beginning, and when the standard of the Slovak exhibitions in the field declined, the Optical Union became Slovak partner to Opta, which is now the only trade fair we support. The situation in the opticians' trade in Slovakia is extremely difficult, and opticians need to be able to offer new products and improve their services to stand out from the chains. OPTA can help them do this.

## **Jiří Michálek, President of the Czech Contact Lens Society:**

Spectacles are the main thing exhibited at every optical fair, and contact lenses are rather a fringe item. OPTA is no exception, though the main players on the Czech market who offer the very latest goods have come here this year. In this regard, the range provided by the fair is rich and diverse, which is a good thing. The accompanying programme here is also of an extremely high standard. OPTA is a traditional meeting-point for contact lens professionals.

## **Marta Regnerová, executive at the company Mare spol. s r.o.:**

We have been taking part in Opta on a regular basis since 1995. It is important for keeping us in the public eye, for presenting new goods and for personal contact with our clients. This year I liked the new concept of trade fair evenings, which I see as a great step forwards. Friday evening in the pub was excellent, a lovely gathering with opticians and all our colleagues and friends. Most importantly, however, was the great idea that no one had to leave the exhibition hall on Saturday evening, which continued with fun and pleasant background music, and this turned out to be a lovely way of making more contacts. This "after party" should definitely continue in years to come.



# What they wrote about the fair

Czech Television – 25. 2. 2011

## **The OPTA 2011 trade fair starting in Brno**

...The OPTA 2011 trade fair is starting in Brno. The fair is the only opportunity in the Czech Republic and Slovakia for presenting and viewing new products in eye optics, optometry and ophthalmology at a world standard. Its size and quality make it the most important trade presentation in Central Europe...

The daily Metro – 24. 2. 2011

## **Spectacle frames: back to Allen**

...A return to glasses in the style of director Woody Allen. That is how the experts are describing, with a little exaggeration, the latest trend in spectacle frames. What people are now wearing are solid and conspicuous frames that might vaguely remind critics of the type of glasses that Czech pensioners used to wear in the past. The new trends for frames that have now been "in" abroad for some time are to be presented to Czech customers at the end of the week by manufacturers at the Opta trade fair, which is to begin at Brno Exhibition Centre tomorrow and runs until Sunday...

Mladá fronta DNES – 28. 2. 2011

## **The Opta trade fair has ended – more than five thousand people visited the event**

...According to the preliminary final report the visiting attendance exceeds five thousand. The fair presented products aspiring to be the retail hits of the season, such as luminous sunglasses...

Profit – 21. 2. 2011

## **The very best in the optical trade**

...Awareness among Czech customers of the range offered by the opticians' trade may have been growing recently, but many people are still lacking the necessary information. The situation for products designed for teenagers is particular complicated. Young people follow fashion trends more than anyone else, and every aspect of their appearance must play its part in creating their style image. The current trends in the opticians' trade, however, go a long way towards dispelling the ancient myth among teenagers that wearing glasses is an embarrassment. Similarly, it is also true that many people who go in for recreational sport underestimate the importance of good vision and protecting their sight, and may risk medical problems such as damage to the sight caused by harmful UV radiation or eye injuries resulting from wearing unsuitable glasses or mineral contact lenses...

Novinky.cz – 25. 2. 2011

## **Opticians warn that 3D images may damage the sight**

...Opticians and optometrists are warning against the mass purchase of 3D screens and the frequent watching of 3D films with special glasses. Vice-president of the Association of Czech Opticians and Optometrists Ivan Vymyslický informed journalists of this at the eye optics trade fair Opta,

which began in Brno on Friday. According to Vymyslický, great strain is put on the human eye when it adapts to 3D technology, which may damage vision and cause medical problems such as headache and nausea. The eyes of young children are apparently at greatest risk from 3D technology, as their sight is not yet fully developed...

Marketing and Media – 25. 2. 2011

## **Income for opticians up last year in the Czech Republic**

...Retail income rose for opticians in the Czech Republic last year by between five and seven percent, and Czech opticians seem to have come through the worst of the economic crisis. This was the message from Ivan Vymyslický, Vice-president of the Association of Czech Opticians and Optometrists, at the opening of Opta – the 17<sup>th</sup> International Fair of Eye Optics, Optometry and Ophthalmology in Brno. This is, however, just an estimate – the Association does not have the exact figures yet. A modest growth in receipts is also expected this year. People spend around four billion crowns a year on glasses and contact lenses...

Mladá fronta DNES – 25. 2. 2011

## **Glasses for sport and fashion on show at the exhibition centre**

...This year's fair is focusing largely on glasses and aids suitable for sport and leisure. Fashion accessories for glasses for teenagers are also to be on display. "Good sight is essential to good sports performance, which means that people doing sport need high-quality and, most importantly, properly made glasses as much as they need good skates or a good bike," noted Vilém Rudolf of the Association of Czech Opticians and Optometrists...

Zdravotnické noviny (Medical News) – 14. 3. 2011

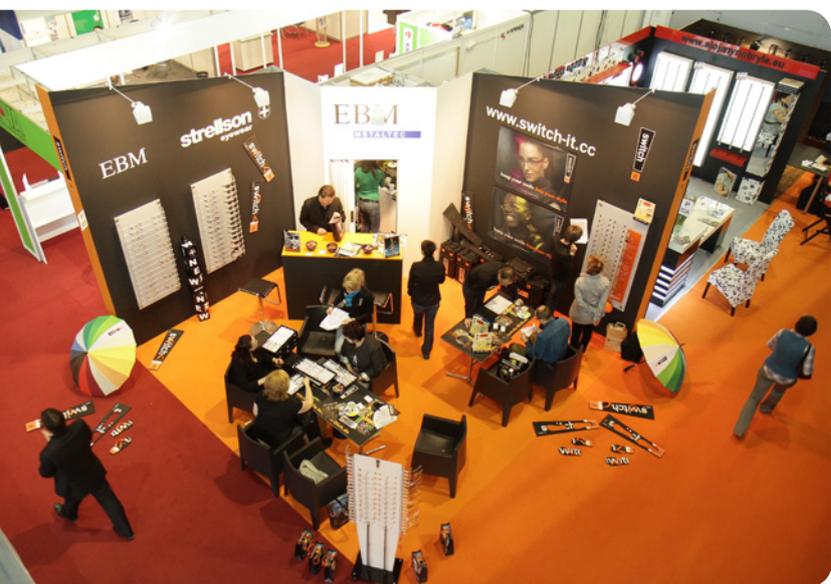
## **The fair was enlivened by ideas for children and teenagers**

...The highlighted topics "Teenagers and Young People" and "Sport and Leisure" drew attention to the kind of products that are unjustly neglected by a number of opticians, even though they have great potential for addressing new groups of customers. The exhibitors at the event presented products aspiring to be the retail hits of this year's season, such as luminous sunglasses and intelligent multi-functional accessories for glasses. The fair also considered a number of new topics such as the risk of long-term exposure to 3D images and the escalating competitive battle between private opticians and the big chains...



# OPTA in the pictures





*Focused on optics*



OPTA

18<sup>TH</sup> INTERNATIONAL FAIR  
FOR EYE OPTICS, OPTOMETRY  
AND OPHTHALMOLOGY

24.2. → 26.2.2012

Brno – Exhibition Centre, Czech Republic

*www.opta.cz*

final report

Co-organizer

Partner

SCOO



Central European  
Exhibition Centre



BVV



Veletrhy  
Brno