



23<sup>RD</sup> INTERNATIONAL EYE  
OPTICS, OPTOMETRY AND  
OPHTHALMOLOGY FAIR

**10. — 12. 03. 2017**

BRNO, CZECH REPUBLIC

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**FINAL  
REPORT**

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Co-organizer



Partners



# OPTA 2017

## ON A LARGER AREA AND IN A MORE MODERN EXHIBITION HALL

The 23<sup>rd</sup> International Fair for Eye Optics, Optometry and Ophthalmology OPTA reflected advantageous economic situation in the field. The fair moved to a more modern, spacious and airy Hall V and the companies put it to good use and expand their stands. In comparison to the previous year, the exhibition stands occupied area larger by ca 400 m<sup>2</sup> (increase by 12%). Optimism on the Czech and Slovak market of eye optics was also apparent in the visitors' interest and their willingness to purchase.

There were 159 exhibitors and representative companies taking part in OPTA 2017. As the market analysis shows, almost all suppliers of eye optics merchandise from the Czech Republic and Slovakia were represented at the fair. The exhibits showed innovations by 258 brands, mainly contemporary collections of eye glass frames and sunglasses, correction lenses, contact lenses, optical and ophthalmological machinery and related merchandise. The fair co-organizer is the Association of Czech Opticians and Optometrists (SČOO) and the Czech Contactology Society.

"The larger hall fits the OPTA fair very well. Some stands extended, some companies came back, and the exhibition stands show the exhibitors spared no expense. All that shows that the companies believe in a brighter future."

• **Ivan Vymyslický, optician, optometrist, forensic expert in the field**

"We are very happy with the OPTA fair this year; we spent very pleasant three days here. We liked it in terms of business because we found new customers. I also have nothing but praise for the Hall V; I find it more spacious and airy."

• **František Zsigmond, Sales Representative of the company Mgzoptik**

"Like every year, we came to the trade show 'armed' with new products, and our company is satisfied with this year's edition. We do not have the final results yet, but we already know that this year's OPTA was better for us than last year. Changing exhibition halls certainly helped, this one is much better suited dimensionally, we had more elbow room here, and its technical facilities are very good, so I want to thank Brno Exhibition Centre for the change. In particular I thank to all our customers who visited us and thus helped us achieve better results than last year."

• **Jaroslav Majerčík, co-owner of SAGITTA**

"I enjoy coming back to the Brno fair every year. OPTA is very important for the optical public as the only place where professionals are able to get acquainted with innovations for the Czech and Slovak market together. That is why the Optical Union of Slovakia is a partner to this fair and I think it will continue to be for a long time."

• **Pavel Moravec, President of the Optical Union of Slovakia**



# OPTA 2017 STATISTICS

**159** exhibiting companies  
from **20** countries  
of those **87** companies from  
abroad, i.e. **55%**.

**3,067 m<sup>2</sup>** of net exhibition  
area and **474 m<sup>2</sup>** of other  
demonstration area.

## Represented countries:

Austria, Canada,  
the Czech Republic,  
France, Germany,  
Great Britain,  
Hungary, Israel,  
Italy, Japan, Korea,  
the Netherlands,  
Poland, Portugal,  
Singapore, Slovakia,  
Spain, Sweden,  
Turkey, USA

**5,739** visitors  
from **12** countries  
of those **615** from abroad,  
i.e. **10,7%**.

## Represented countries:

Austria,  
Brazil, Croatia,  
the Czech Republic,  
Denmark, France,  
Germany,  
the Netherlands,  
Poland, Russia,  
Slovakia, the Ukraine

"I assess this year's OPTA positively, I like Exhibition Hall V and I consider it a great step forward. Our stand was full from morning till evening on both Friday and Saturday. We made a lot of new contacts and used OPTA to good advantage, so we're happy."

• **Alice Tobolková,**  
Executive Director of **AGLAJA**

"We returned to OPTA after four years of absence and we are happy that we did. There were many people here on Saturday and we were successful commercially, we developed new contacts here. We're glad we were there."

• **Kateřina Kolomazníková,**  
co-owner of **COLOR-OPTIK**

"It was our second time at the OPTA fair and we liked it here very much, we had no problems. I think that lots of people came, maybe even more than we had hoped, so we are satisfied in terms of business as well. We certainly obtained more contacts than last year."

• **Miroslav Vodráško,** Key Account Manager at the company **Freshlabels**



# TOP OPTA

For the 12<sup>th</sup> time, the competition for best exhibits of the fair TOP OPTA was held in which the evaluation committee selected exhibits out of 14 products. One of the five competition categories was the highlighted fair theme 'Spectacles and Sun' in which the award went to the company **ESSILOR-OPTIKA for their mirror self-colouring eye glass lenses Flash to Mirror**. In the category Technology in Eye Optics, the company **Rodenstock ČR** won with their compact machine DNEye® Scanner, that combines seven measurement function in one device. In the category of eye glass and contact lenses, the award went to the company **Johnson & Johnson** for their multifocal lenses 1-DAY ACUVUE® MOIST MULTIFOCAL. In the category of eye glass frames and sunglasses, the evaluation committee awarded the company **SAFILO** for their product JIMMY CHOO JADE/S that combines sunglasses with earrings. In the category of Special Optics, the winner was the collection of children's eye glass frames NANO Glow the temples of which glow in the dark and increase visibility and safety. The product was exhibited by the company **COLOR-OPTIK**.

"We consider OPTA a significant annual milestone for the entire community of opticians and optometrists, therefore we regularly attend it, not only with a stand, but also with a competition and presentations of new products. We always want to present ourselves in the best light and bring something that can be of interest and benefit for Czech and Slovak opticians. We certainly judge this year's OPTA favourably, moreover, we won the Top Opta award, but most importantly we managed to meet all our major business partners here and spend a pleasant time with them. It was another of several successful OPTA trade shows for us in a row."

• **Roman Motyka,**  
General Manager of **ESSILOR-OPTIKA**

"We think it was a good trade show. We liked the new exhibition hall and we consider the number of visitors as comparable with the previous year. The business outcome was good as expected, so, on the whole, we are satisfied. We welcomed the announcement of Top Opta awards at OPTA PARTY where there are more people, as they also do it at world exhibitions. We were very glad to receive this year's award and will continue using it also later in the year."

• **Miloslav Řezáč,** Sales Manager  
of **Rodenstock ČR**



# DESIGN & TREND

The project Design & Trend – exhibition of sample display window arrangements for eye optics stores – took place for the third time. It included companies ESSILOR-OPTIKA, SNOW HOW, PharmaSwiss ČR, NEW LINE OPTICS, Catherine Life, FEBA and SAGITTA.

## The first trend seminar with a foreign expert at OPTA

Both exhibitors and visitors showed great interest in the professional supporting programme held at the OPTA FORUM in Hall V. An innovation in the form of two presentations of the latest trends in eye glass frames and sunglasses by the Dutch designer and trend specialist Ellen Haeser proved to be very attractive. The lecture on EET in eye optics also had a great visitor rate; other interesting topics include for example 3D printing and its use eye glass frames production or the past and present of contact lenses.

“We liked the fair and we are pleased in terms of business as well. We brought innovations by Italian brands with their typical signature features to OPTA and the new collections had a very successful Czech and Slovak premiere here.”

• **Andrea Uhráková,**  
Marketing Specialist at Finest Group

OPTA FORUM

DESIGN & TREND



# OPTA PARTY

The traditional Saturday night OPTA PARTY at the SONO music centre was magnificent, with a rich programme and high participation of representatives of the exhibiting companies and their business partners.

“OPTA is important to us as an exhibition with its own history. We can present our new collections for spring and summer here with quality and show new trends. I evaluate this year's fair as very positive, because it met our expectations fully. Both atmosphere and space of the new exhibition hall were nice and I think that our stand with fashion shows made OPTA more diverse. And OPTA PARTY was a real hoot.”

- **Jiří Mikulecký, representing the company SAFILO for the Czech Republic**



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

takes place

**9.—11. 3. 2018**

*see you!*

SCOO



Central  
European  
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Brno