



26th International Eye Optics, Optometry and Ophthalmology Fair 8-10 APRIL 2022

FINAL
REPORT

Co-organizer



Partners



BVV



Veletrhy
Brno

OPTA 2022

The 26th edition of the OPTA International Eye Optics, Optometry and Ophthalmology Fair was the first post-covid. It showed that the development of the field had not stopped in recent years, presented news in the offer of the exhibiting companies and above all, it allowed a lively meeting of people who had recently depended mainly on the online environment.

OPTA 2022 was attended by 69 exhibitors and represented companies from fourteen countries. The stands featured new products from 70 global brands. The largest part of the offer consisted of new collections of spectacle frames and sunglasses. As in other branches, the trend towards sustainability is being promoted also in the eye optics sector, i.e. greater use of recycled materials and environmentally friendly production. This is the direction that for example the iconic brand Polaroid, represented by SAFILO, or the new French brand Bref, represented by SILLUSTANI, have taken. There is still a diversity of shapes and colours in the design, but more often we could see that the collections have been inspired by the 1980s, including the more massive and polygon-shaped eye frames. There were also innovations in the field of instrumentation and corrective and contact lenses, including a range of spectacle lenses SafiloVision or the new MyDay one-day silicone hydrogel multifocal contact lenses from CooperVision. The main professional partner of the fair is the Association of Czech Opticians and Optometrists, other professional partners are the Optical Union of Slovakia and the Czech Contactology Society.



STATISTICS OF OPTA 2022

69 exhibiting companies from **14** countries **70** global brands

1,248 sqm of net exhibition area and **247** sqm of special demonstration area

2,057 visitors **5** countries

SUPPORTING PROGRAMME OF OPTA 2022

The OPTA FORUM in Hall G2 was the venue for the professional supporting programme. On Friday afternoon, the greatest interest was in the lecture by Jiří Koláčný from the Association of Czech Opticians and Optometrists on the topic of colour and edge filters. On Saturday, there were attractive lectures on, among other things, the design of spectacles in Czechoslovakia between 1918 and 1992, the correlation between refractive error and migraine and legislative news for opticians and optometrists.





SITUATION IN THE INDUSTRY

The Czech optical market was not significantly affected by the pandemic. The operation of opticians did not have to be closed, but the restrictions affected the personal contacts necessary, for example, in contactology when training the application of contact lenses in new clients. Even there, however, according to exhibitors, there was no outflow of customers. On the contrary, many opticians benefited from the fact that people could not spend money on holidays and other goods, so they invested all the more in better quality and nicer glasses. „In my opinion, no optician has gone bankrupt in these two years, on the contrary, I have seen growth rather than decline,” said Václav Antonín, president of the Association of Czech Opticians and Optometrists, at the OPTA fair. According to him, the number of opticians is still growing because new branches are opened by chains, but even independent opticians are not closing down. If they do their job honestly, they have a steady clientele. "There is a need to offer better services and better goods, a different assortment. Then it works," says Václav Antonín. The OPTA fair serves to differentiate and profile the opticians' offer, where they can discover goods other than the ones the sales representatives come to them with.



ECHOS ABOUT THE FAIR

Václav Antonín, President of the Association of Czech Opticians and Optometrists:

Speaking for the Association we are very happy that OPTA exists and we would be happy if it continues. In the future we will try to motivate opticians to visit us more.

Pavel Moravec, President of the Optical Union of Slovakia:

I am a fan of OPTA and always have been. It's great that after two years it has come to fruition again, and thank you very much for organizing it again. I think the companies exhibiting this year enjoyed the fair very much. I went through the stands and nobody was dissatisfied. So I think it's a good event that fulfilled its social character.

Jiří Mikulecký, Country Sales Manager of SAFILO:

We have missed OPTA in recent years, historically it is an important annual event. This year's event is an opportunity for us to meet our customers again after a long time. The situation has not been conducive to face-to-face meetings lately, but there is a need for people to come together and for the industry to stick together. The opportunity to meet each other, to share impressions and exchange opinions is very important. And we can show our clients the new products that we have recently added.

Luboš Nerad, Sales Manager of AMBG:

We had only very cautious expectations and we hesitated until the last moment whether to participate in the OPTA for the twenty-sixth time, because we have always been here. In the end, I am glad that we are here again. We were pleasantly surprised by the number of visitors and how well the fair was prepared. For us, OPTA was a success not only in terms of business, but also in terms of atmosphere. We are glad that the opticians have come for whom we are here. We would very much like OPTA to continue to be a traditional part of our industry and to have a growing trend.

Jiří Kaiser, Managing Director of MI.OPTICS:

We are part of the optical industry and that's why we are here. We are glad that opticians have come to our stand, and some of them told me how good it was to meet other people from the industry after a long time and that they maybe discovered something new that they didn't know before. That's what exhibiting is all about. Hopefully it's a return to normal conditions.

Petr Andrys, Owner of Mr. Gain:

I consider OPTA to be part of the Czech optical market, it has always belonged to it. Recently we have missed live interaction with people and we conceived participation as a meeting place. Intentionally we don't have glasses here, we're not here for business. Our booth is a meeting point where it's about feeling comfortable, about a feeling – which of course is ultimately important for business.



Alice Tobolková, Owner of AGLAJA:

This year it was a lottery bet and we will see the result when we evaluate the data. We definitely missed meeting people in person, the social event, which is also important within the industry. But I don't know how business-wise. We're also here to give moral support to opticians in these difficult times in their business and show them what we have for them.

Marco De Fina, MKTG – Visual Designer, LOOK – made in Italia:

We are exhibiting at OPTA for the umpteenth time and we are very satisfied. We perceive it as a very important presentation for foreign markets. The direct contact of customers with the products we offer is very important to us, so we always want to meet them in person. We have introduced a new collection and done some networking.

Zuzana Jelínková, Owner of ZuZa optik:

We came here with concerns and Friday was weak, but we are excited about Saturday. Our existing clients came and we got some new ones. All our biggest customers were here and we are really happy.

Stanislav Jahoda, Chief Executive Officer, Opti-projekt:

Recently, we have missed meeting exhibitors, competitors, as well as customers. We don't know the results yet and I can't evaluate the fair, but Saturday was a good day from the visitors' point of view definitely much better than Friday. The positive thing is that those who were at our stand mostly bought.

Alena Vraňáková, Managing Director of ARES Europe:

This year's OPTA certainly fulfilled what we had expected from it, both socially and commercially. We did not hesitate for a moment to participate and we are glad to be here.

Tomáš Dobřenský, Professional Services Manager, CooperVision Czech:

We see meeting customers face to face as an important thing and OPTA has always been a traditional forum where we could meet not only with customers but also within the industry. It is necessary to see also what is happening in other parts of eye optics other than contactology. I hope it doesn't just stay with this small format of OPTA.





27TH INTERNATIONAL EYE OPTICS, OPTOMETRY AND OPHTHALMOLOGY FAIR

TAKES PLACE IN
3-5 MARCH 2023

Co-organizer



Partners

