

Press Release



THE INTERNATIONAL TRADE
SHOW FOR OPTICS & DESIGN

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Fairground Munich
www.opti.de

opti will remain opti: focussing on the essentials

Munich as a trade show location offers security and normality with its infrastructure and well-known facilities. For its part, opti has always been known for its clear hall structure enabling easy orientation and efficient trade show visits. From 14 to 16 January 2022, opti 2022 will be returning to its successful four-hall concept.

Munich, 13 October 2021 – opti will remain opti. This motto also applies and especially so to the new start next January. Halls C1 to C4 will convey the original opti atmosphere and give visitors that “familiar feeling” for the industry event at the start of the year. Visitors will soon find their way around the halls and then focus on the essentials: making great business deals at the start of the year.

“This hall concept and hall layout will make the trade show a great success for the whole industry at this time because, based on the idea of getting back to our roots, we can guarantee the familiar opti atmosphere while the tried and trusted structures and pathways facilitate smooth-running and focussed trade show visits,” explained opti Exhibition Director Bettina Reiter.

Clear layout and fast entry

The spectacle frame collections of licensed brands and manufacturers’ brands and the YES independent design area will be located in halls C1 and C2. There will also be licensed brands and manufacturers’ brands in the spectacle frames section as well as everything related to opticians stores in C3. Manufacturers of spectacle lenses, contact lenses and devices, instruments and machines will present their innovations and classic products in C4. Before they enter the halls, visitors will see familiar systems such as the two available entrances. There is also the “fast lane” entrance to hall C1 for visitors who registered fully digitally (including the vaccinated, recovered or tested according to the German “3G rule”) at the Northwest entrance, which is also connected to the Parkhaus West car park. And the North entrance is located between halls C3 and C4, with its taxi stand and shuttle bus to Munich Airport and the West entrance (Messestadt West underground station).

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Space for innovation and trends

At the start of the year, opti will present lots of innovations and trends following the familiar framework: frame manufacturers will display their latest collections and offer insight into current and upcoming trends of 2022 in three halls (C1, C2 and C3). The YES independent design area will extend across two halls (C1 and C2) to the design platform, which has been very popular with visitors in the past. It is the largest connected trade show space for innovative eyewear labels: a vibrant platform of international scope exclusive to opti with contemporary, creative and progressive eyewear labels that have experienced constant growth in demand over the last few years.

The opti BOXES in C2 will be dedicated to presentations by the industry's start-ups, including opti first-timers celebrating their première on this major stage. They will also form part of the YES independent design area and display designer frames from the independent section. The start-ups will present their exclusive collections not only to visitors but also to a panel of judges that will award one of these young companies with the new "opti BOX AWARD supported by eyebizz" in front of an audience and trade press.

It will also be possible to order current eyewear fashion and new trends in hall C3. There will be space for products and innovations in shopfitting, decoration, workshop equipment, trade products such as spectacle cords, chains and cases, cleaning and care products, showcases, displays and all sorts of marketing products and shop equipment.

Hall C4 will be dedicated to manufacturers' spectacle lenses and contact lenses as well as providers of machines, instruments and equipment for the workshop and refraction or test room. Providers of contact lenses or optometric services alongside fashionable spectacle frames who are looking for other ways to offer the best possible vision care to their customers must see the innovative power and new products of exhibitors in C4. There are so many new scientific findings and at least as many new technologies and products relating to all aspects of vision and eye health that there will be a dedicated and truly ground-breaking "innovation area" in hall C4 next year.

"Returning to the tried and tested"

Bettina Reiter is clearly delighted about the return to the four-hall concept for the next opti trade show: "On the one hand, we are going to think new, act new and, above all, start new at the next opti. This is exemplified, for example, in

our concept of the opti FORUM XT. But on the other hand, in focusing on the essentials we will be returning to the tried and tested to facilitate actual encounters and business-related networking without making any additional compromises after what has been such a long time for us all. The sector wants to meet up and do business and we are making that possible in January 2022.”

About opti

opti takes place annually at the beginning of the year and is alternating between Munich and Stuttgart. As the international trade show for optics & design it presents the entire spectrum of optics ranging from frames, ophthalmic lenses, contact lenses and low-vision products to shop set-up, technical equipment and devices. This makes opti *the* platform for product premieres by international market leaders and start-up companies alike. Since 2008 the trade show has been run by GHM Gesellschaft für Handwerksmessen mbH. Since then opti has shown continual growth. The trade show was held for the first time ever in 1998. Due to COVID-19, it could not take place in 2021 for the first time.

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