

Press Release

opti
2021

THE INTERNATIONAL TRADE
SHOW FOR OPTICS & DESIGN

A sad consequence of coronavirus-related developments: cancellation of opti 2021

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Stuttgart Exhibition Centre
opti.de/stuttgart

opti, the international trade show for optics and design, which was planned to take place from 8th to 10th of January 2021, has been cancelled due to the current volatile developments: This decision was a result of rising infection rates, travel restrictions and feedback from the industry.

Munich, 12 October 2020 – The organizer responsible for opti, GHM Gesellschaft für Handwerksmessen mbH, has decided to cancel opti 2021. Despite the hygiene concept that was developed together with Landesmesse Stuttgart and the responsible authorities, and the commitment of many market participants, including market leaders, which resulted in numerous registrations, participation from the entire industry is not sufficient in turbulent times like these to organise an opti that guarantees participants the desired success and can therefore be fully backed by those in charge.

“The last few days have shown that the uncertainties regarding infection rates are dividing the industry. We would like to thank the supporters of opti 2021 specifically for standing behind our concept for opti 2021 to this day, and for having placed their trust in us. We still stand by our decision to offer the optical industry a secure platform for its business, especially during these challenging times. “However, it has always been our aim to organise an opti that is secure and successful for everyone and that is supported by a solid industry majority,” says Dieter Dohr, Chairman of the Management Board of GHM Gesellschaft für Handwerksmessen mbH. “We have been observing the market very closely in recent weeks, and we have maintained close contact with our exhibitors in particular. Many continue to be very interested in introducing their new products to their customers in person and are clearly committed to opti. The current developments are now associated with more uncertainties, especially with regard to national travel restrictions, meaning that in the last few days many of the registered exhibitors and market leaders cancelled their participation in opti after their admission was confirmed, due to coronavirus. As a result, the situation is becoming increasingly uncertain for opti visitors as well. Under these conditions, we would not have been able to meet the justified

GHM Gesellschaft für
Handwerksmessen mbH

P.O. Box 82 03 55
D-81803 Munich, Germany

Paul-Wassermann-Str. 5
D-81829 Munich, Germany

P +49 89 189 149 166
F +49 89 189 149 169

contact@ghm.de
www.ghm.de

Management Board:
Dieter Dohr
(CEO and President)
Klaus Plaschka |
Klaus Dittrich

Munich Local Court
HRB 40217
VAT No.: DE 129358691

expectations and the objectives pursued by the exhibitors who registered. So it was with a heavy heart that we decided to take this step,” Dieter Dohr continued, adding: “The decision to cancel was really not an easy one for us. We are now gathering our strength, looking to the future and directing our focus towards opti 2022, which will once again provide a positive impetus to the optical industry.”

The next opti will take place at Fairground Munich from 14th to 16th of 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.

Press contact:

Christina Huebl
Nina Gassauer
T +49 89 189 149 166
F +49 89 189 149 169
presse@ghm.de
www.opti.de

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