WOF

OPTICS FAIR . WENZHOU

第十五届中国
温州国际眼镜展

The 15th Wenzhou Int'l Optics Fair, China

展后报告

POSTSHOW REPORT

第十五届中国（温州）国际眼镜业展览会

主 办： 浙江省眼镜行业协会 浙江德纳展览有限公司
承 办： 温州市眼镜商会 温州德纳展览有限公司
协 办： 临海市眼镜行业协会 瑞安市眼镜商会
玉环市眼镜行业协会 博观国际展览有限公司

举办时间： 2017年5月6- 8日

举办地点： 温州国际会展中心

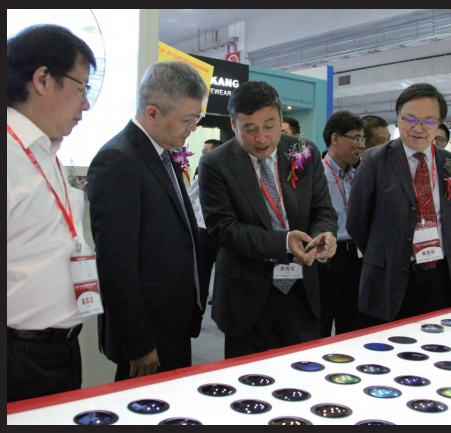
展览面积： **30000平方米**，规模再攀新高，较上届**增长近10%**

参展商数量： **435家**，来自韩国、香港、台湾、深圳、厦门、镇江、邢台、鹰潭、台州以及温州本土等的海内外眼镜主产区。

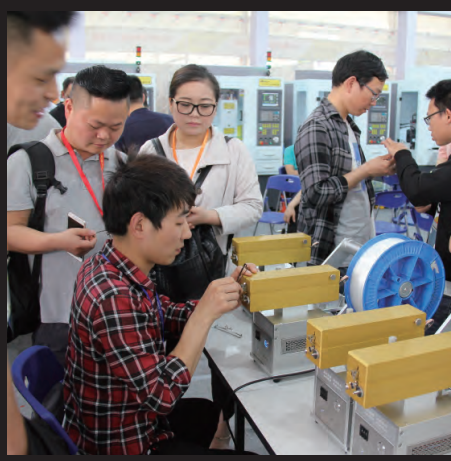
参观商数量： **14868位**专业客商，其中海外客商**1057位**，较上届**增长11.64%**，其中欧洲客商增长显著。

现场订单： **约1.65亿元**

展品类别： 光学架、太阳眼镜、运动眼镜、儿童眼镜、老花镜、镜片及毛胚、眼镜包装、原辅材料及配件、工、量具及制造设备、验光配镜仪器及设备、隐形眼镜及护理产品、陈列设备及技术等。







温州国际眼镜展，以中国眼镜生产基地——温州的眼镜产业为依托，在制造业领域拥有独特优势的基础上，充分发挥外贸优势，正逐步建立贸易洽谈平台，成为众多工贸性企业和外贸公司不出国门便能做成国际贸易的重要契机。展会顺应行业发展趋势，紧跟世界潮流步伐，通过市场化、专业化、国际化和品牌化的运作，通过新品发布为专业买家寻求供应商、采购设备提供便利，为参展商提供优质采购商、同行优势互补、改进生产工艺提供资讯平台；为行业精英提供市场计划、商贸合作、解决方案提供信息桥梁。温州国际眼镜展立足制造业，强化供应链，整合全行业资源，不断深化与国际同行之间交流与合作，生产制造与出口贸易双轨并驱。



OPTICS FAIR · WENZ

As A Manufacturing and Exportation-Oriented Platform, WOF 2017 is Ended with Great Success

The 15th Wenzhou Int' l Optics Fair, China (WOF 2017 for short) is successfully held on 6-8 May, 2017 at Wenzhou Int' l Convention & Exhibtion Center, China. As an important manufacturing and exportation-oriented platform, WOF2017 opens with a new high exhibition scale of 30,000 sqm which is 10% increase compared to last session. About 435 exhibitors from Korea, Hong Kong (China), Taiwan (China), Shenzhen, Xiamen, Zhenjiang, Xingtai, Yingtan, Taizhou, local Wenzhou and etc. attend the fair. During the exhibition, more than 14,868 visitors from all over the world attend the fair. In which, there are 1,057 oversea visitors from India, Korea, Taiwan (China), Russia, Hong Kong (China), USA, Turkey, Japan, Dubai, Pakistan, Italy and other countries and regions. The onsite trading volume reaches 165 million RMB.



About WOF 2017

【Exhibition Scale】: **30,000m²**
【Exhibitor】: **435**
【Visitor】: **14,868** professional buyers including **1,057** oversea visitors
【Exhibits】: frame, sunglasses, sunglasses, sports spectacles, kids' glasses, reading glasses, lens & optical blanks, package, raw material & accessory, tools & instruments, view tester & instruments for optometry & ophthalmology, contact lens & ophthalmic products, display equipment & technology and etc.
【Organizer】: Host: Zhejiang Optometric & Optical Association Zhejiang Donnor Exhibition Co., Ltd.
Organizer: Wenzhou Optical Association Wenzhou Donnor Exhibition Co., Ltd.
Co-organizer: Linhai Optometric & Optical Association Ruian Optical Association
Yuhuan Optometric & Optical Association Broad International Exhibition Limited



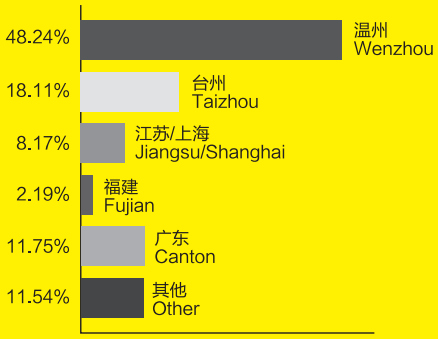




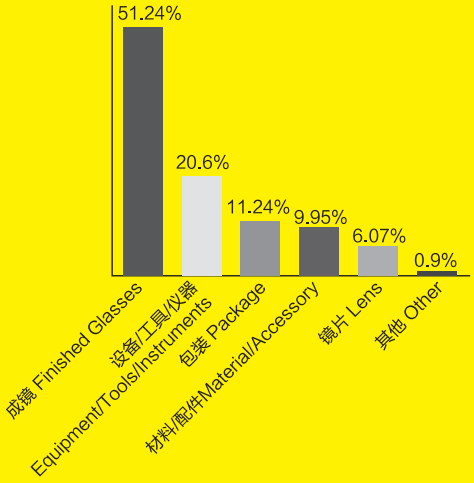


参展商分析/Exhibitors Analysis

参展企业地域来源/Exhibitor Origin Analysis



展出产品结构/Exhibits Analysis

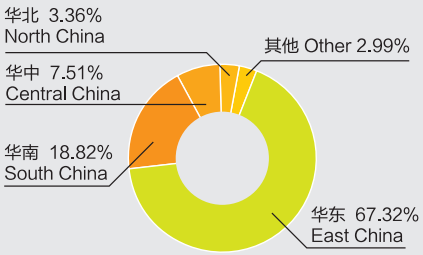


参展商好评如潮 Comment from Exhibitors

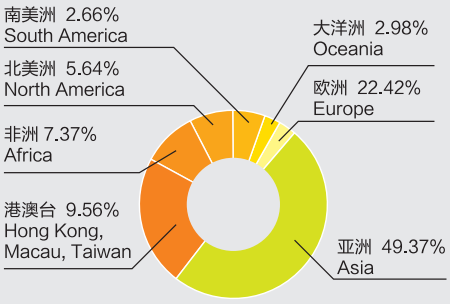


观商分析/Visitor Analysis

国内参观商地域来源 Domestic Visitor Origin Analysis



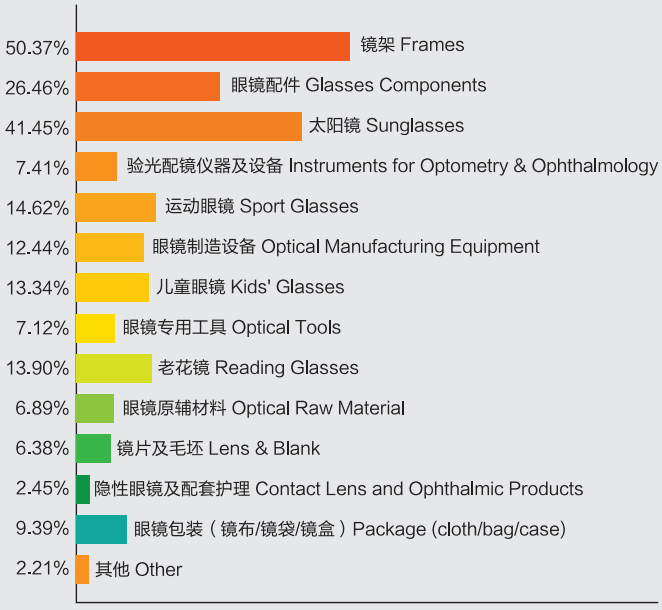
海外参观商地域来源 Oversea Visitor Origin Analysis



前十大海外参观商来源国家 / 地区 Top 10 Countries/ Regions for Oversea Buyers



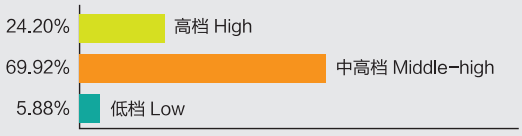
感兴趣产品/Interested Products



行业性质/Industry Analysis



采购产品档次/Purchasing Level



同期活动
精彩呈现

Splendid Concurrent Activities I

2017第三届中国眼镜中青年论坛
暨第五届中国（温州）眼镜业高峰论坛

300 多位来自江苏、福建、江西、广东、浙江等全国主要眼镜产区为主的行业领军人物及优秀中青年企业家，汇聚温州，从传统制造、品牌建设、电子商务、连锁经营等方面展开思想碰撞，为全国各地眼镜企业协同发展、共同进步建言献策，推动行业共生共融。

2017 The 3rd China Optics Middle-aged & Youth Forum & The 5th China (Wenzhou) Optical Industry Summit

More than 300 middle-aged and youth entrepreneurs from Jiangsu, Fujian, Jiangxi, Canton, Zhejiang gather at Wenzhou to show their ideas and thoughts in traditional manufacturing, brand building, E-commerce, chain stores to promote the co-development of China optics enterprises.





















同期活动精彩呈现

Splendid Concurrent Activities II







时尚眼镜新品发布秀

由通达光学、瓯海眼镜、八达光学、亨达光学、正大眼镜、泰德光学、朗盛光学、海豚光学、伊久亮光学、冠豪眼镜、亚宝眼镜、由板有眼塑胶科技，法依笛眼镜等瓯海眼镜十大品牌及温州部分知名镜企组成的十三家企业现场带来多场时尚眼镜新品发布秀，展示各式新品，展现镜界精细工艺，传递2017 眼镜潮流文化与时尚设计的无限精彩，带领观众感受鼻梁上的艺术。

Eyewear Show Time

During the fair, there is EYEWEAR SHOW organized by Ouhai top ten brands and other Wenzhou optics companies, such as Tongda Optical, Ouhai glasses, Bada Optical, Hindar Optical, Zhengda glasses, Taide Optical, Langsheng Optical, Haitun Optical, Yijiuliang Optical, Guanghao Glasses, Yabao Glasses, FRAME ACCESSORIES PLASTIC and Fayidi Glasses.





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www.opticsfair.cn

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第十六届中国

温州国际眼镜展

The 16th Wenzhou Int'l Optics Fair, China

2018/5/5-7

温州国际会展中心

Wenzhou Int'l Convention & Exhibition Center

温州市眼镜商会 WENZHOU OPTICAL ASSOCIATION

德纳展览有限公司 DONNOR EXHIBITION CO.,LTD.