

POST SHOW REPORT 2009



The 10th Optical & Ophthalmic Exhibition and Conference

Venue: Dubai International Convention and Exhibition Centre

Organiser

Dubai World Trade Centre L.L.C.
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Supporting Organisation

Emirates Medical Association Ophthalmic Society

Incorporating



SHOW OVERVIEW

The 10th edition of Vision-X Dubai surpassed previous show records, attracting **3,297** visitors an overall increase on 10%, re-confirming its position as the leading Optical and Ophthalmic exhibition and conference in the region.

GENERAL INFORMATION

Event Type:	Trade Show and Conference
Admission Policy:	Trade & Industry Specialists only
Venue:	Dubai International Convention and Exhibition Centre
Halls:	Sheikh Rashid Hall
Dates:	17 – 19 May 2009
Opening Hours:	10am – 7pm
Gross Size:	6,489 m ²
Frequency:	Annual
Website:	www.vision-x.ae
Supporting Event:	<i>Vision-X Dubai Conference entitled Vision-X Dubai & ECRS Joint Meeting</i> co-organised by Emirates Medical Association Ophthalmic Society and Dubai World Trade Centre

All Pictures from Vision-X Dubai 2009



EXHIBITORS INFORMATION AND STATISTICS

142 direct exhibitors, of which 78% were international

23 Exhibiting Countries:- Australia ♦ China ♦ France ♦ Germany ♦ Hong Kong ♦ India ♦ Ireland ♦ Italy ♦ Japan ♦ Korea ♦ Kuwait ♦ Lebanon ♦ Luxembourg ♦ Malaysia ♦ Netherlands ♦ Palestine ♦ Saudi Arabia ♦ South Africa ♦ Spain ♦ Taiwan ♦ UAE ♦ UK ♦ USA

Support from Industry Associations:

- **ANFAO** (Italian Optical Goods Manufacturing Association)
- **AUMA** (Association of the German trade Fair Industry)
- **ICE** (Italian Institute for Foreign Trade)
- **SPECTARIS** (The German Association for the Optical, Medical and Mechatronical Technologies)
- **Ubifrance** (French Agency for International Business Development)

National Groups:

- **France**
- **Germany**
- **Italy**

“For us, this exhibition in Dubai is the most important because there is no other exhibition like this here. More customers have visited us compared to last year, business is very good and we have seen visitors of a very good quality. I can see it has been very successful.”

Bernhard Westerhoff,
International
Distribution Partner,
Rodenstock

Exhibitor Product Breakdown



- Contact Lenses and Care Products
- Diagnostic Equipment and Instruments
- Lens Processing Equipment
- Low Vision Aids & Visual Aids
- Optical & Ophthalmic Lenses and Accessories
- Ophthalmic Consumables & Eye Care Products
- Optical and Ophthalmic Equipment
- Surgical Equipment and Instruments
- Tools and Machinery



- Children's Frames
- Coloured Contact Lenses
- Eyeglass Cases
- Eyeglass Cleaners & Lens Cloths
- Frames
- Licensed Brands
- Shop Equipment & Furniture
- Spectacle Chains Sports and Safety Spectacles
- Sunglasses



**Gross Space
6,489m²**

"This year the exhibition has been amazing, every year it gets better and better. The visitors that have come are genuine buyers. We have opened up 3 offices in Saudi Arabia due to the feedback from our customers from last years show. So because of Vision-X Dubai we have seen an increase in our database of our customers, and we will be participating next year." **Claire Hayden, CEO, Kefan Optics**

VISITOR INFORMATION AND STATISTICS

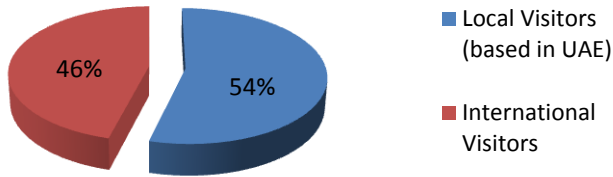
Number of Countries: 63

List of countries:

- ◆ Algeria ◆ Australia ◆ Austria ◆ Bahrain ◆ Belgium
- ◆ Burundi ◆ Cote D'Ivoire ◆ Canada ◆ China ◆ Congo
- ◆ Czech Republic ◆ Denmark ◆ Egypt ◆ Ethiopia
- ◆ France ◆ Germany ◆ Hong Kong ◆ India ◆ Iran ◆ Iraq
- ◆ Italy ◆ Japan ◆ Jordan ◆ Kazakhstan ◆ Kenya
- ◆ Kingdom Of Saudi Arabia ◆ Korea ◆ Kuwait ◆ Lebanon
- ◆ Libya ◆ Liechtenstein ◆ Madagascar ◆ Malaysia
- ◆ Maldives ◆ Malta ◆ Morocco ◆ Nepal ◆ Nigeria ◆ Oman
- ◆ Pakistan ◆ Palestine ◆ Qatar ◆ Russian Federation
- ◆ Seychelles ◆ Singapore ◆ Slovenia ◆ South Africa ◆
- Spain ◆ Sudan ◆ Switzerland ◆ Syria ◆ Taiwan ◆ Tanzania
- ◆ Tunisia ◆ Turkey ◆ Uganda ◆ Ukraine ◆ United Arab Emirates ◆ United Kingdom ◆ USA ◆ Yemen ◆ Zambia
- ◆ Zimbabwe

3,297 trade attendees and specialists, a 10% increase on 2008

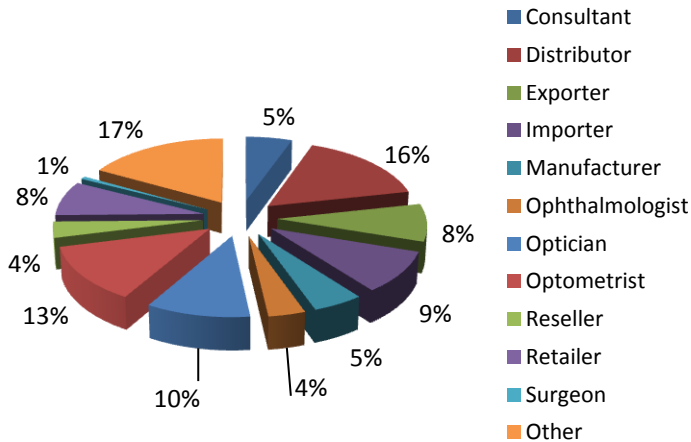
Visitor Breakdown by Region



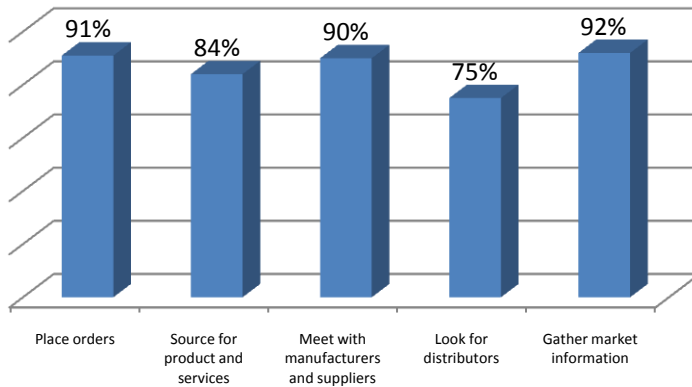
“We have participated in this Vision-X Dubai to basically announce that Charmant Group has established their offices in the Gulf region. It’s the first time that Charmant has entered the Middle East market and we felt the event delivered an ideal targeted platform to announce this to the industry .” **Colin D’Cruz, COO, Charmant Gulf FZCO**



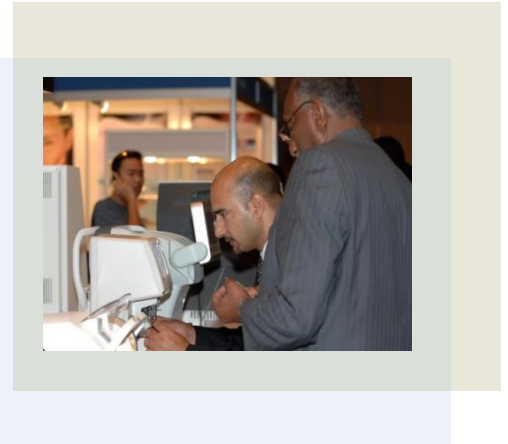
Visitor Breakdown by Job Function



Visitor Objectives Met at Vision-X Dubai

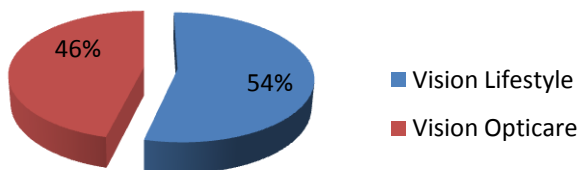


* Data taken from Visitor Survey 2009



“Thanks to an outstanding pre-show and show organisation we have reached our objective to meet new agents and grow our business in the Middle East and Asia” **Dominique Gastaloi, Marketing Manager, Mark Ennovy**

Visitor's Main Area's of Interest



Fashion Eyewear and Accessories



Medical products, equipment and services, technology for opticians, technical machinery and equipment

“The show keeps on improving from one year to another” **Abdul Aziz Nasser, Marketing Manager, Hong Kong Trade Development Council**

VISION-X DUBAI CONFERENCE

The 4th edition of the Vision-X Dubai Conference, which was co-organised by the Emirates Medical Association Ophthalmic Society (EMAOS) and Dubai World Trade Centre provides a comprehensive educational programme for Optometrists and mid-level eye care providers.

The 2009 conference attracted **112** attendees and featured many well-respected international speakers including one of the leading US authorities Dr Terry Kim, a professor of refractive surgery at Duke University, USA, who was speaking for the first time ever in Dubai.

The conference, entitled The Vision X and ECRS joint meeting, provided ophthalmologists with a comprehensive educational symposium which tackled the latest in Cornea in terms of disease management and surgeries.

Refractive eye surgery was also discussed in details; the symposium targeted the latest trends in managing refractive errors and showed some results of previously successfully managed cases.

A specialised course on Phacoemulsification was also organised, to help ophthalmologists keep up to date with the latest technology in this field.

Dr Terry Kim said "Vision-X Dubai has turned out to be a wonderful venue to bring together eye care providers to review the latest advances and technology not only for vision improvement but also for the diagnosis and management of eye diseases. I hope this meeting continues to expand in breadth and scope with the hopes of attracting more eye care providers from around the world."

DELEGATE PROFILE:

- Ophthalmologists
- Optometrists
- Eye Specialists
- Surgeons
- General Practitioners
- Other Medical Personnel
- General Practitioners
- Other Medical Personnel

89% of visitors rated the Vision-X Dubai conference good to excellent



VISION-X DUBAI HIGHLIGHTS AND FEATURES

Vision-X Dubai Fashion Show

The 2nd Vision-X Dubai Fashion Show showcased the very best in Fashion Eyewear from around the world. The twice-daily catwalk show featured collections from **Puma**, **Lacoste**, **Porsche Design** and **Maui Jim**.

Amy Chatterton, Operations Manager, Maui Jim ME FZE a participant in the fashion show said "We participated in the 2009 Vision-X Dubai exhibition and we felt it exceeded our expectations. We really enjoyed our time here, our booth location was excellent and the fashion show was great."

90% of visitors rated the Vision-X Dubai fashion show good to excellent



Porsche Design Vision-X Dubai Raffle Draw

Visitors to Vision-X Dubai were given a complimentary raffle ticket entitling them to enter the Porsche Design Vision-X Raffle Draw which took place on the final day of the exhibition. All participants had the chance to win exclusive Porsche Design Products.



MARKETING ACTIVITIES

Visitor Promotion

- E-newsletters sent to an extensive targeted database
- SMS campaigns
- Personal invitations distributed to a targeted database
- Advertising in regional newspapers
- Advertising placed in local and international trade publications and other media including: Arab Health World, Eyezone, Healthcare Middle East, The Indian Optician, Middle East Medical, OpticPlus, Vedere International, Vision Monday, Vision Plus.
- Promotion at major international exhibitions
MIDO,
Silmo,
Hong Kong Optical Fair

Direct
advertising in
more than **25**
countries

30 journalists,
reporters and editors
from around the world
attended in 2009.

Interested in participating next year?

Vision-X Dubai 2010 will take place from **18 – 20 May 2010**
Dubai International Convention and Exhibition Centre

For further information on Vision-X Dubai 2010, please contact the Project Team directly or visit our website www.vision-x.ae

Vision-X Dubai Project Team

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