

# The 13<sup>th</sup> Optical & Ophthalmic Exhibition and Conference

VISION-X  
D U B A I

[www.vision-x.ae](http://www.vision-x.ae)



**8 - 10 May 2012** ♦ Dubai International Convention and Exhibition Centre

W H E R E V I S I O N M E E T S S T Y L E

# TWO DISTINCT SECTORS IN FOCUS



SHOWCASING THE LATEST  
MEDICAL AND TECHNICAL  
EQUIPMENT AND MACHINERY

#### **INCLUDING**

- ♦ Care products for contact lenses
- ♦ Computer systems for opticians
- ♦ Contact lenses
- ♦ Diagnostic equipment
- ♦ Eye care products
- ♦ Laboratory supplies
- ♦ Lens processing equipment and machinery
- ♦ Licensed brands
- ♦ Low vision aids and visual aids
- ♦ Machines and tools
- ♦ Optometric equipment
- ♦ Optical and ophthalmic lenses
- ♦ Raw materials for manufacturing
- ♦ Surface treatment machines
- ♦ Surgical equipment and instruments



SHOWCASING THE LATEST  
INNOVATIONS & DEVELOPMENTS  
IN FASHION EYEWEAR & ACCESSORIES

#### **INCLUDING**

- ♦ Children's frames
- ♦ Eyeglass accessories
- ♦ Eyeglass cases
- ♦ Eyeglass cleaners and cloths
- ♦ Fashion eyewear
- ♦ Frames
- ♦ Lenses for sporting activities
- ♦ Licensed brands
- ♦ Coloured contact lenses
- ♦ Safety spectacles
- ♦ Spectacle chains
- ♦ Sunglasses
- ♦ Shop equipment and furniture
- ♦ Sports goggles

Designed to ensure that the event covers every sector of the optical and ophthalmic industry we complement the show with a host of interactive features, conferences, seminars and industry awards.

## **Vision-X Dubai Conference**

Vision Opticare will again present the Vision-X Dubai Conference. With the support of the Emirates Medical Association Ophthalmic Society the conference provides a comprehensive educational programme for ophthalmologists, optometrists and mid-level eye care providers from around the globe.



**NEW**

## **Vision-X Dubai Awards**

New for 2012 are the Vision-X Dubai Awards launched to reward excellence in the field of optical design, innovation and commercial achievements. The event aims to play a critical and prominent role in promoting, developing and recognising industry innovators and achievers from emerging markets and beyond.

Vision-X Dubai is the Middle East's largest and most established optical and ophthalmic exhibition and conference, providing the ideal platform for manufacturers, suppliers and distributors to showcase the very best in eye fashion wear and medical eye care products. A highly focused and well respected event, Vision-X Dubai is open to trade and industry specialists looking to do business within the GCC and meet face-to-face with buyers in this highly lucrative region.

Maximise your opportunity to expand your market share, network with key industry players, discover new trends and launch new products.

## A LUCRATIVE MARKET

- ◆ UAE to have registered US\$ 5 bn in annual Medical Tourism revenue in 2010
- ◆ Growth in number of patients by 82% from 2009 to 2010 in Dubai Healthcare City, with 90 medical centres and over 2,000 specialists in 2010
- ◆ Retail sales to reach US\$ 204.60 bn in the Middle East and Africa in 2011, with the eyewear fashion market representing US\$ 3.15 bn
- ◆ UAE retail sector projected to increase from an estimated US\$ 21.5 bn in 2011 to US\$ 28.1 bn by 2015
- ◆ Saudi Arabia's nominal GDP predicted to reach US\$ 414.2 bn in 2011, with an average annual GDP growth estimated at 3.6% between 2011 and 2015

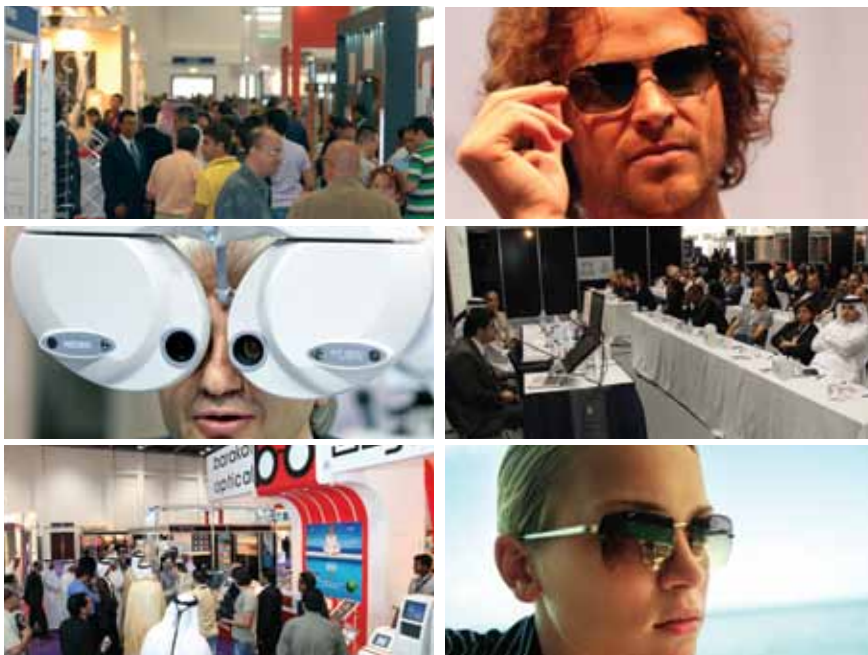
Source: Business Monitor International, The Economist Intelligence Unit, JP Morgan, Dubai Chamber of Commerce & Industries, Eyezone Magazine, AME Info, AlArabiya, Gulf News

## AN UNPARALLELED BUSINESS PLATFORM

- ◆ **119** exhibitors from **20** countries
- ◆ **3,824** specialist buyers from **63** countries
- ◆ **7,200** m<sup>2</sup> of exhibition space
- ◆ **130** conference delegates
- ◆ **36** journalists, reporters and editors
- ◆ Country pavilions from France, Germany and Italy

## INTERNATIONAL PARTICIPATION FROM

- |             |                |          |
|-------------|----------------|----------|
| ◆ Australia | ◆ Italy        | ◆ Spain  |
| ◆ China     | ◆ Japan        | ◆ Syria  |
| ◆ France    | ◆ Korea        | ◆ Taiwan |
| ◆ Germany   | ◆ Kuwait       | ◆ UAE    |
| ◆ Hong Kong | ◆ Lebanon      | ◆ UK     |
| ◆ India     | ◆ Luxembourg   | ◆ USA    |
| ◆ Ireland   | ◆ Saudi Arabia |          |

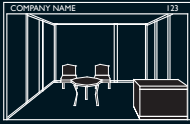


“Sales for our ophthalmic diagnostic equipment, lenses, frames and sunglasses exceeded AED 6 million in the first two days of the show. Our stand was larger than ever and Vision-X Dubai has helped us expand without a doubt beyond the GCC markets.”

**Foad Samadani, Marketing Manager, Egma Lens, UAE**

# STANDARD EXHIBITING PACKAGES

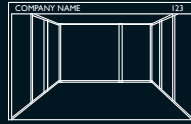
## All-in-package



**AED 1,485 / US\$ 410**  
(min 9 sq metres)

Includes carpet tiled floor, walls, name plate in English and Arabic, 1 x 13 amp power point, 3 spotlights, 2 chairs, 1 table and 1 showcase.

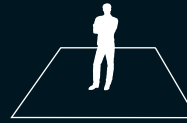
## Shell Scheme



**AED 1,355 / US\$ 375**  
(min 9 sq metres)

Includes carpet tiled floor, walls, name plate in English and Arabic, 1 x 13 amp power point and 3 spotlights.

## Space Only



**AED 1,210 / US\$ 335**

Bare floor space for exhibitors who wish to design and build their own stand. Power supply is charged separately.

## Optional Services for Exhibitors

The following are available at extra cost:

- Additional electrics
- Furniture
- Telephone/Fax/Data connections
- Audio-visual systems
- Design and construction services
- Display aids
- Temporary promotional staff
- Stand cleaning service

The above services need to be ordered by the deadline specified in the exhibitor manual to avoid any surcharge or inconvenience.



## A WORLD-CLASS EXHIBITIONS ORGANISER

Vision-X Dubai is professionally managed and hosted by the Dubai World Trade Centre (DWTC) which provides more than three decades of experience in delivering world-class events in the Middle East, featuring local, regional and international exhibitors with unmatched expertise and in-depth market knowledge. The extensive portfolio of leading trade and consumer brand events include GITEX Technology Week, Gulfood, Dubai International Boat Show and Motor Show.

The DWTC's commitment to ongoing innovation within the exhibition industry has supported the rapid growth and development of a wide range of business-to-business and business-to-consumer shows, and delivered consistent satisfaction to exhibitors and visitors. DWTC works with the leading trade bodies and industry associations to ensure that all exhibitions deliver full value, and are built upon the real needs of their specific sector.

“ We have been exhibiting for five years now and we have seen a tremendous increase in the number and quality of visitors. The level now is much better than before. The opportunities are fantastic and from very broad markets including Iran and Pakistan.”

**Hussein Al Wazzan, Vice President, Nikon, UAE**

“ We have been attending the show for the past five years and we are extremely happy with the volume of traffic. It gives us a great base of clients in the Middle East.”

**Martine Larroque, Director of Sales ME, Maui Jim, UAE**

For further information, please contact: **The Vision-X Dubai Team**

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