

Dubai World Trade Centre

News Release



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ALL EYES ON VISION-X DUBAI 2011 AS DEFINITIVE REGIONAL INDUSTRY PLATFORM

Leading exhibition for Ophthalmic Industry to Highlight Preventative Optical Care and Latest Consumer Eyewear Trends

Dubai, United Arab Emirates

Ophthalmic and optometry professionals from more than 63 countries are setting their sights on Dubai for the Vision-X Dubai exhibition, which takes place from the 24 - 26 May 2011 at the Dubai International Convention and Exhibition Centre. The three day event brings together leading international companies and industry professionals to network, conduct business and keep abreast of key ophthalmic issues affecting populations in this region.

Segmented into two areas, 'Vision Opticare' and 'Vision Lifestyle', Vision-X Dubai incorporates the full spectrum of eye care. Vision Opticare will showcase the latest medical Ophthalmic, Optometric and Technical Equipment and Machinery, while Vision Lifestyle will focus on innovations and trends in Eyewear Fashion and Accessories.

"Eye care is an increasingly important element in this region, both from a medical point of view with the prevalence of diseases such as diabetes, and from a protection perspective against harsh climatic conditions. Vision-X Dubai is the most influential platform for both ends of the optical spectrum to showcase developments, products and services for the MENA markets," said Trixee Loh, Senior Vice President, Dubai World Trade Centre, organiser of Vision-X Dubai.

Marwan Asad, General Manager, Barakat Optica, said: "Vision-X Dubai is a great opportunity to launch the new technologies of optical instruments and machines to the region, and an important event for us to meet new customers from all over the region every year."

Industry leaders that have confirmed their participation at Vision-X Dubai include Platinum Sponsor Egma Lens, Bakarar Optical, Future Optics, Johnson & Johnson, Lomic, Maui Jim Middle East and

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Oscar Optics. The Vision-X Dubai fashion show also returns this year, showcasing the latest and most stylish eyewear products to be launched globally.

Country pavilions at this year's exhibition will include a host of first time exhibitors, including Satisloh, Nlgura and Wagner & Kuehner; from Germany, Essilor International, Parasite Design, Grosfilley Lunettes and Lookvision from France, and pavilions from Italy and Hong Kong, which have expanded to showcase the latest in luxury eyewear.

"Vision-X Dubai is the most comprehensive event in the wider Middle East for the ophthalmic industry and brings together some of the most illustrious companies not just from this region but much further afield. The international attendance makes this an excellent prospect for eye-care professionals and those who work in related fields to either explore the region for the first time or look at expanding their business," said Colin D'Cruz, Chief Operating Officer, Charmant Gulf.

"As one of the major exhibitors at Vision-X Dubai, Charmant Group has been renowned worldwide in the optical market for their pioneering work in research and development of new technologies. Striving for perfection and high quality throughout their products, the company has grown into one of the most important organisations in the eyewear industry. Vision-X Dubai is a great opportunity for us to showcase our innovation and demonstrate exactly why we are a leading company in this sector."

Taking place alongside Vision-X Dubai is the 6th Vision-X Dubai Conference, which is co-organised by Dubai World Trade Centre and the Emirates Medical Association Ophthalmic Society (EMAOS), to be held on 24 May 2011. Delegate Prices are AED 200 for EMAOS Members and AED 300 for non-members. The conference will host prominent international figures in ophthalmology who will concentrate on topics such as advances in cornea refractive surgery and present video sessions on complex eye surgeries.

Visitors can also attend on-site workshops from leading exhibitors including Johnson & Johnson on May 25, as well as free to attend daily seminars from Egma Lens, showcasing their new range of products and services for the Middle East.

Many new launches will take place throughout the event, as well as the latest brands and trends of fashion eyewear from around the world, and can be experienced through the twice-daily Vision-X Dubai fashion shows.

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Vision-X Dubai will be held in Sheikh Saeed Halls 2 & 3 at Dubai International Convention and Exhibition Centre from 24-26 May 2011. Timings are from 10am – 7pm daily. Vision-X Dubai is strictly a trade-only event and is open to business and trade visitors from within the industry only. Registration is available in advance online at www.vision-x.ae.

For more information please visit www.vision-x.ae, or contact the Vision-X Dubai project team on (+971) 4 308 6614.

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About Vision-X

Website: www.vision-x.ae

Vision-X Dubai 2011 is the 12th Optical & Ophthalmic Exhibition and Conference. It is the largest regional exhibition for the latest in eyewear, optical aids and accessories in an exciting and dynamic market. The Vision-X Dubai conference, which is co-organised by Dubai World Trade Centre and Emirates Medical Association Ophthalmic Society (EMAOS), is set to be held alongside the exhibition and provide eyecare professionals an opportunity to listen to speakers from all over the region and be involved in discussions and network with industry experts.

About Dubai World Trade Centre (DWTC)

Website: www.dwtc.com

As the organiser of Vision-X Dubai, Dubai World Trade Centre offers more than 31 years' experience of delivering world-class events in the Middle East, providing local, regional and international exhibitors with unmatched expertise and in-depth market knowledge. Our team organises 18 of the largest and most successful international and regional shows in Middle East, providing an ideal platform for business development in the region.

Our 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.

For more information, please contact:

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