

Positive business climate on show at SILMO 2010

Eagerly awaited by both exhibitors and visitors, SILMO 2010 closed on Sunday on a highly positive note. This year's event lived up to its "new generation" promise. The Paris-Nord Villepinte exhibition centre as the choice of venue won unanimous acclaim: with an effective organisation, more comfortable facilities, excellent visibility of products and services and a brand new programme of events, the place of the fair was confirmed as a major gathering in the autumn international optics and eyewear sector calendar.

From the visitors' perspective, some transport difficulties were evident, with a strike on the opening day and weekend work on the RER rail line linking the French capital to the exhibition centre. Alternative means of transport were implemented by the fair to resolve these problems, ensuring that buyers were able to take part in the event, explore the latest products from exhibitors and above all, place large numbers of orders.

A slight fall, down 6%, on the number of French professionals present was made up for by a significant increase in the numbers of sector participants from abroad which rose by 14%. The more positive global economic climate and the proximity of Roissy-Charles-de-Gaulle airport attracted large numbers of international visitors, strengthening the position of the Mondial de l'Optique as an international business platform, with a total of 33,065 visitors (up 4%) over the course of the four day event.