

# SIOF 2026 SHOW REPORT



## Show Theme

The 24th China (Shanghai) International Optics Fair (SIOF 2026) was successfully held at the Shanghai New International Expo Centre from 2 to 4 March 2026. SIOF2026, themed "i-Opening New Vision," aims to guide the industry in setting development goals with an international perspective, in strengthening its foundation through quality and efficiency improvement, in forging core competitiveness through intelligent upgrades, in meeting diverse consumer needs with creative and intellect-enhancing products, in overcoming development bottlenecks through continuous innovation, and in seizing the initiative for future growth with vibrant creativity.



### Time of Visits

**125,000+**

from 25 countries and regions

### Exhibition Area

**100,000 sqm**

across 15 exhibition halls

### No. of Exhibitors

Around **900**

with 2,000+ brands

## SIOF2026 Highlight

**New!**

- **Smart Glasses Hall** -  
Showcasing the future of intelligent eyewear



**New!**

- **Independent Brand Hall** -  
featuring five exclusive pavilions: ZEISS, Schneider, Huiding, Lipo and Design Fun



**New!**

- **Eyeglasses Museum** -  
Rare collections were presented in an East-West fusion format, emphasizing the cultural depth of eyewear heritage



## Visitor Delegations



MALAYSIA DELEGATION GROUP 1



RUSSIA DELEGATION GROUP



THAILAND DELEGATION GROUP



INTERNATIONAL DELEGATION GROUP



MALAYSIA DELEGATION GROUP 2

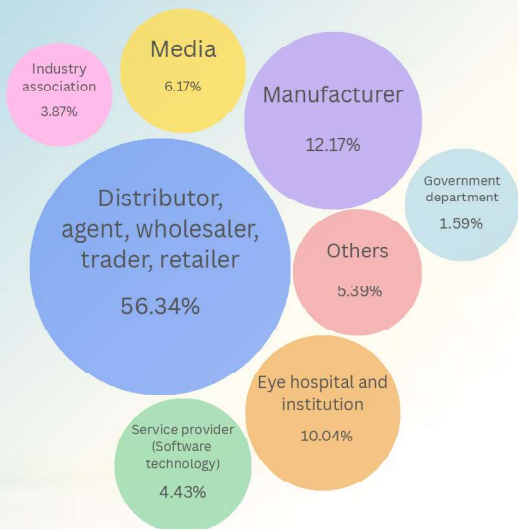


VIETNAM DELEGATION GROUP

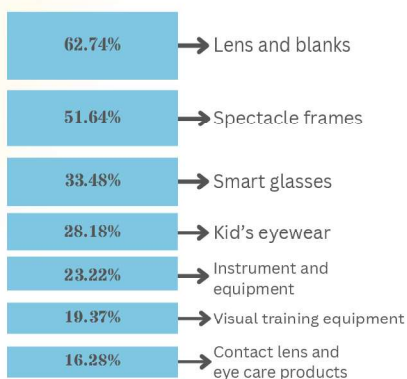


# Visitor Analysis

## Business Nature

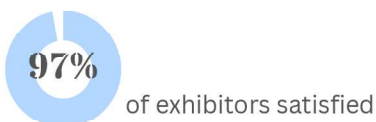


## Visitor's interests



# Exhibitor Analysis

## Exhibitors' Participation Objectives



will exhibit in SIOF 2027



# Concurrent Events



100+  
Conference & Events  
(sessions)



200+  
Speakers



8000+  
Conference Attendees  
(No. of People)



# Contact Us

## ORGANIZERS



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