

Press Release



DIE INTERNATIONALE MESSE
FÜR OPTIK & DESIGN

opti 2023: return to January, return to Munich

opti 2023, the international trade show for optics & design, will once again be held in its usual spot at the start of the industry's year, from 27 to 29 January. The 2023 event will also mark the launch of its permanent home in Munich.

Munich, 14.01.2022 – Turbulent times also offer potential in the form of new opportunities in national and international trade fair calendars. And so, after being postponed for coronavirus-related reasons until May (13 to 15 May 2022, Fairground Munich), opti will return to always being held in January and in Munich from next year onwards. From 27 to 29 January 2023, the ophthalmic industry can look forward to starting the year and the new season as usual with the full range of product innovations, specialist knowledge and key notes as well as plenty of scope for making personal contacts.

By holding the trade fair at the end of January 2023, exhibitors and trade visitors are guaranteed the well-established four hall concept (C1 to C4) with two entrances, north and northwest, and familiar routes around the site. The original plan of alternating the location of the event between Munich (in even years) and Stuttgart (in odd years) will no longer apply.

opti will once again always be held in Munich from 2023 onwards

“opti is the leading ophthalmic event in the German-speaking market and therefore in the most important European market. Stuttgart was the best option of all, we always believed in a strong opti. Nonetheless, we are delighted that from 2023 onwards Munich will once again be the permanent home of the event. Over the past few years, Munich has proven itself an excellent choice for all those involved and we are delighted to bring the trade fair back to Munich for good – especially in these times when everyday life is characterised by change,” said Klaus Plaschka, Managing Director of GHM Gesellschaft für Handwerksmessen mbH, which organises the event. opti Exhibition Director Bettina Reiter adds: “In 2023, opti will resume its long-standing tradition of holding the top-selling, trend-setting spot at the start of the year. And in Munich

13.–15.05.

Messegelände München
www.opti.de

GHM Gesellschaft für
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too. The last opti held here in 2020 achieved top marks for atmosphere as well as organisation, contacts and transactions.”

Klaus Dittrich, Chairman and CEO of Messe München GmbH, said: “The fact that from 2023 opti will be returning to Munich for good as an international platform for the industry will enhance our trade fair calendar. We are very pleased that we could offer opti the opportunity to take place every January at the proven location of Munich - and to now welcome the ophthalmic optics family annually in our exhibition halls.”

About opti

opti is the international trade show for optics & design and is held each January in Munich. It offers trade visitors the complete spectrum of ophthalmic products, from spectacle frames and lenses, contact lenses, refraction, diagnosis and low vision to shopfitting and technical equipment. opti is the platform for product premières by international market leaders and start-ups alike. The event was first held in 1998, and since 2008 has been organised by GHM Gesellschaft für Handwerksmessen mbH.

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