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opti 2022: "First and foremost an emotional experience"

For three days, the primary emotion at the Fairground Munich was delight about the reunion. After the break due to the pandemic, the optics family had some catching up to do at the special edition of opti from 13 to 15 May 2022.

Whether the encounters were planned, spontaneous or by chance – the joy of seeing each other again and meeting new people was clearly noticeable everywhere. Touching and trying out products, engaging in intensive discussions and conducting business from person to person. Around 13,000 visitors from 71 countries, primarily decision-makers, did not miss the opportunity to visit the spring opti. According to the visitor survey, the aim of around three quarters of the trade visitors was to exchange ideas with colleagues in the industry and to initiate business relationships.

Conclusions on the special edition in May

Dieter Dohr, Chairman of the opti organiser GHM Gesellschaft für Handwerksmessen, said about the special edition: "The opti 2022 is first and foremost an emotional experience. Finally a trade show again! Finally personal exchanges again! The conditions were not easy, and we are delighted to see how many have deliberately chosen the May edition. Visitors, exhibitors, trade show specialists – like never before, the focus was on bringing together all the stakeholders in opti and conducting exchanges between everyone. At this spring opti, everyone once again became fully aware of what we have missed over the last two years."

368 exhibitors from 25 countries used the opti as an opportunity to present collections, products and services, to get feedback and a sense of current market needs. Britta Walter, Senior Manager Global Communications at Rodenstock commented: "The two new stands at the fair were used for intensive customer discussions. Quite a few international customers also accepted our invitation."

Dieter Dohr: "We certainly couldn't pick up exactly where we left off before the pandemic, and that was also never the goal. Holding the opti was an important signal and the right first step. In times of global change and challenges, sustainable discussions are a fundamental need. Now more than ever, it is important to find new solutions and opportunities together and through exchanges with all."

Josef May, Chairman of the Board of the industry association SPECTARIS, agrees with the organisers: "As expected, fewer visitors came to Munich for

this 'in-between opti'. However, the contacts were of high quality. It's an absolutely wonderful feeling to finally be back live at the opti. I see everywhere that there is a significant need to finally see each other live and in person again after two digital years, to look into each other's eyes and experience personal interaction. With the pandemic situation, holding the trade show in January was too unpredictable. We are very grateful that opti 2022 takes place in May, even if this is only an intermediate step.”

Four halls for unlimited exchanges

Throughout the four halls of the opti, the exchanges were clearly noticeable. Getting hands on innovative glasses designs, experiencing the latest technology, understanding trends and their full implications. Here, the President of the Central Association of Opticians and Optometrists (ZVA) shared his thoughts: “Trying out spectacle frames, having equipment explained and talking about possible integration into the business – opti has always been a must. I'm enjoying the trade show. It is wonderful to finally meet colleagues again. Everywhere I go, I hear people say: 'Oh, you are here!' That's great, I missed it.” Andrea Fritz, CEO of Möbel & Raum shop fitters and designers, confirmed the impression: “We came to opti without any concerns. For us, opti was good, we have gained new customers!”

The conclusion drawn by the first-time exhibitor Thélios is also positive: “The opti 2022 was the first trade show worldwide where Thélios presented its Maisons. The optics industry was able to get to know our broad portfolio of brands and to convince itself of the quality of our glasses, without obligation. We have made good contacts and reached quite a few new customers,” said Imke Nietfeld, Managing Director/Country Manager DACH at Thélios Deutschland GmbH (LVMH Group).

Looking forward to the next opti in January

Expectations for the next opti in January 2023 are high. Many key players have already signalled their participation. A large number of visitors have already reserved the date in Munich in eight months in their calendars: 66.5 percent of all respondents stated that the only specialist trade show they want to visit is opti.

Thomas Dobler, Business Development & Strategic Sales LUNOR summed it up: “We came with reduced expectations but were hopeful, and we weren't disappointed either. We were very pleased with our location and the frequency. We would be delighted if everyone would join us again. The opti is the premier event for us in Europe. We are hopeful that it will continue positively from now on.”

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 show was first held in 1998, and since 2008 has been organised by GHM Gesellschaft für Handwerksmessen mbH.

<https://www.opti.de/en/press/press-releases/meldung/opti-2022-zuerst-und-vor-allem-ein-emotionales-erlebnis/>