



OFFICIAL WEBSITE

CONNECTING GLOBAL MARKETS WITH
LEADING EYEWEAR INNOVATIONS

KIOF

Korea International Optics Fair

20(THU)-22(SAT), Nov 2025
coex magok, Seoul

 Seoul MESSE

EXPO
VISION
역 · 스 · 포 · 비 · 전

Korea International Optics Fair

[KIOF]



This is an exhibition visited by domestic and foreign brands and buyers in Seoul, the center of new eyewear trends and styles.

Experience the optimal global business platform for the eyewear industry at the COEX Magok exhibition hall in Seoul in November 2025.



New Business

This is a B2B exhibition that discovers trends in the ophthalmic optics industry and creates new business opportunities.

Global Buyer

It is an international exhibition held in the metropolitan area with easy access domestically and internationally, and is visited directly by buyers.

Trend & Culture

We share the latest trends in the ophthalmic optics industry by holding various events such as export consultations with overseas buyers and ophthalmic optics industry conferences.

Networking

We aim to lead the advancement and globalization of related industries by creating a venue for active network exchange among ophthalmic optics experts.

Held in the metropolitan area with the largest concentration of optical shops in the country

2,352
optical shops
in Seoul

516
optical shops
in Incheon

2,458
optical shops
in Gyeonggi-do

Exhibition hall with optimal accessibility to domestic and foreign buyers

Gimpo Airport
10 minutes

Incheon Airport
30 minutes

Subway lines
3















COEX Magok is located in the center of the 1,110,805m² Magok Industrial Complex and is adjacent to more than 10 industrial complexes within 10km, providing an optimal environment for holding B2B events.

OVER VIEW




Date	Nov 20(Thu)-22(Sat), 2025
Venue	COEX Magok, Seoul
Organizers	SeoulMESSE, EXPO VISION
Scale(expected)	200 Exhibitors 500 Booths

ITEMS

 Glasses frames	 Plastic optical lenses	 Sunglasses	 Contact lenses	 Optometry equipment	 Store display & Decoration
 Optical equipment	 Case & Accessories	 Glasses cloth	 Material	 Eye protection products	 Related services

EVENTS




Buyer consultation session






Ophthalmic Optics Industry Professional Seminar





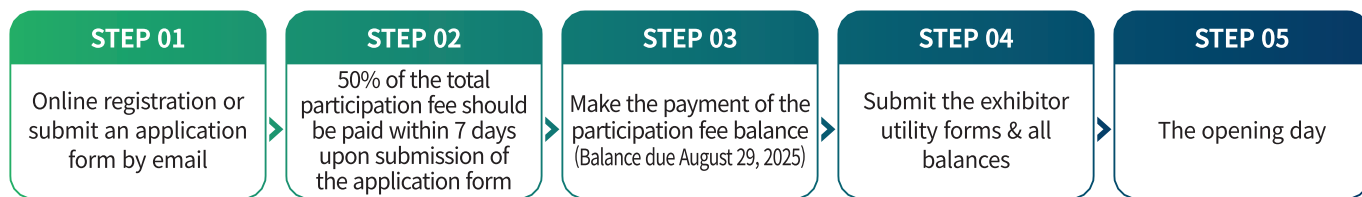
Statutory continuing education



※ Some side events are planned to be promoted in conjunction with related organizations and associations, and will be announced on the website as soon as they are confirmed.

PARTICIPATION GUIDE



✓ Procedure



※ Booth allocation will be made based on priority consideration of booth size and application/participation fee payment period.

✓ Stand Option * Early bird discount applies when applying before December 31, 2024

(VAT excluded)

Type		Fee(USD)		Provision details
		Regular price	Early application price (Until December 31, 2024)	
Space only	12m ² /Booth 4m x 3m	4,080 USD/Booth	3,780 USD/Booth	Minimum requirement of raw space is 24m ² 
Shell scheme	12m ² /Booth 4m x 3m	4,440 USD/Booth	4,140 USD/Booth	1 desk+1 chair(1set) per exhibitor, spotlights, two-way socket, 1kw electric power, stand partitions, fascia board, floor covering 

※ Additional display stands of various specifications can be rented (for a fee), and some designs may change depending on the event preparation stage.

+ Sponsorship Program

01 Official Website Banner

03 Invitation ticket and Show Guide brochure

05 Hanging Banner in the Hall

07 Logo exposure on visitor pass

02 Logo on onsite promotion materials

04 Invitation of VIP to the opening ceremony

06 Logo exposure when promotion on/off line

※ Details will be discussed depending on the scale of sponsorship. Please contact the secretariat.

PR PLAN

Media Outlet

- Radio Spot
- Newspaper

Distribution of Invitation

- Sending invitations to nationwide database of opticians.
- Sending MMS

Online Promotion

- Exhibition Website
- SNS marketing
- E-Newsletters
- Media Partnerships