



OFFICIAL WEBSITE

CONNECTING GLOBAL MARKETS WITH
LEADING EYEWEAR INNOVATIONS

KIOF

Korea International Optics Fair

20(Thu)-22(Sat), Nov 2025
Coex Magok, Seoul

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.



Business Opportunities

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

Global Buyers

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

Industry Trends

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

Seoul Station
30 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.















OVERVIEW



Date	Nov 20(Thu)-22(Sat), 2025
Venue	COEX Magok, Seoul
Organizers	KOREAN OPTOMETRIC ASSOCIATION, SeoulMESSE, EXPO VISION
Scale(expected)	200 Exhibitors 300 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

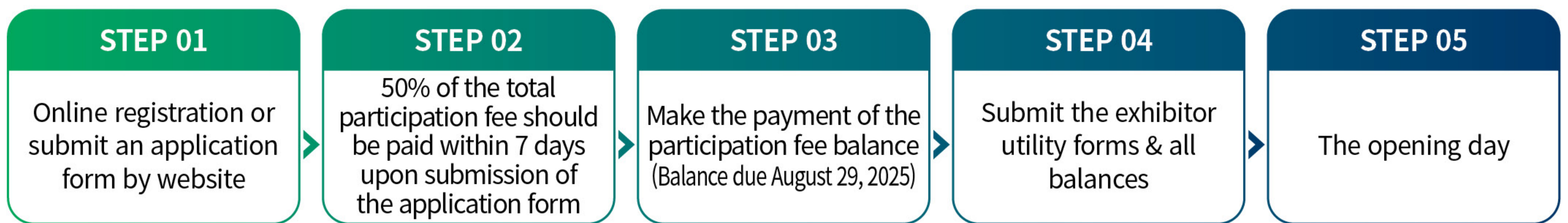
EVENTS

 <p>The 36th Anniversary of Optician's Day</p> 	 <p>Business Meeting</p> 	 <p>Continuing Education for Opticians 2025 (Mandatory Legal Requirement)</p> 	 <p>Specialized Expert Seminar</p> 
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※ 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.

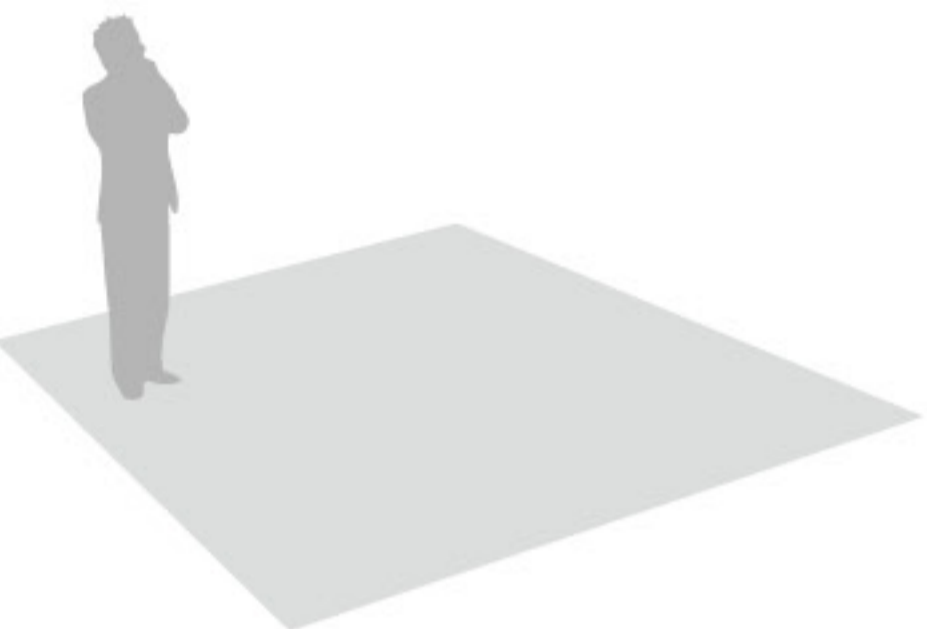

PARTICIPATION GUIDE

☑ Procedure



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

☑ Stand Option

Type		Fee(USD)	Provision details
Space only	12m ² /Booth 4m x 3m	4,080 USD/Booth	Minimum requirement of raw space is 24m ² 
Shell scheme	12m ² /Booth 4m x 3m	4,440 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 | 02 Logo on onsite promotion materials |
| 03 Invitation ticket and Show Guide brochure | 04 Invitation of VIP to the opening ceremony |
| 05 Hanging Banner in the Hall | 06 Logo exposure when promotion on/off line |
| 07 Logo exposure on visitor pass | |

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

PR PLAN

Media Outlet	Distribution of Invitation	Online Promotion
<ul style="list-style-type: none"> - Radio Spot - Newspaper 	<ul style="list-style-type: none"> - Sending invitations to nationwide database of opticians. - Sending MMS 	<ul style="list-style-type: none"> - Exhibition Website - SNS marketing - E-Newsletters - Media Partnerships



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