



OFFICIAL WEBSITE

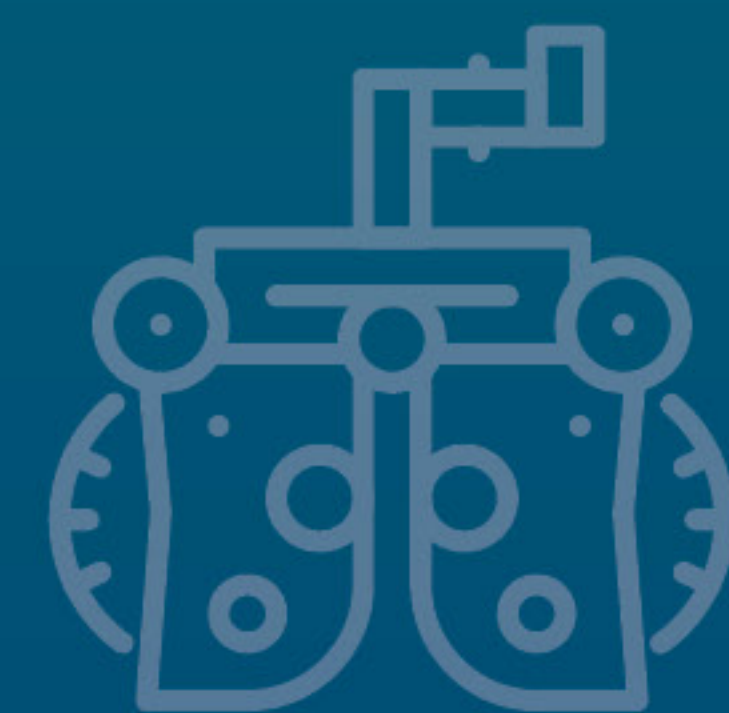


CONNECTING GLOBAL MARKETS WITH LEADING EYEWEAR INNOVATIONS



Korea International Optics Fair

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



| Organizer |  KOREAN OPTOMETRIC ASSOCIATION

 SeoulMESSE

VEXPO
VISION
엑스포비전

| Media Partner | THE KOREA OPTICAL NEWS

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.







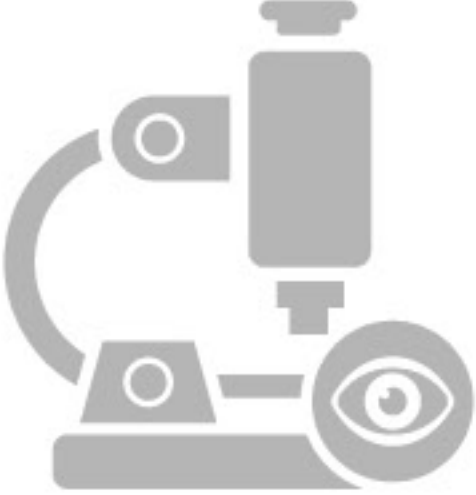







OVERVIEW



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



The 36th Anniversary of Optician’s Day





Business Meeting





Continuing Education for Opticians 2025 (Mandatory Legal Requirement)





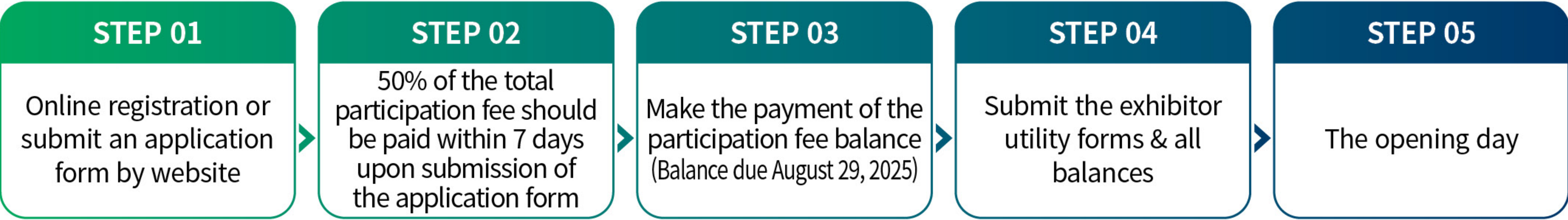
Specialized Expert Seminar



※ 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.

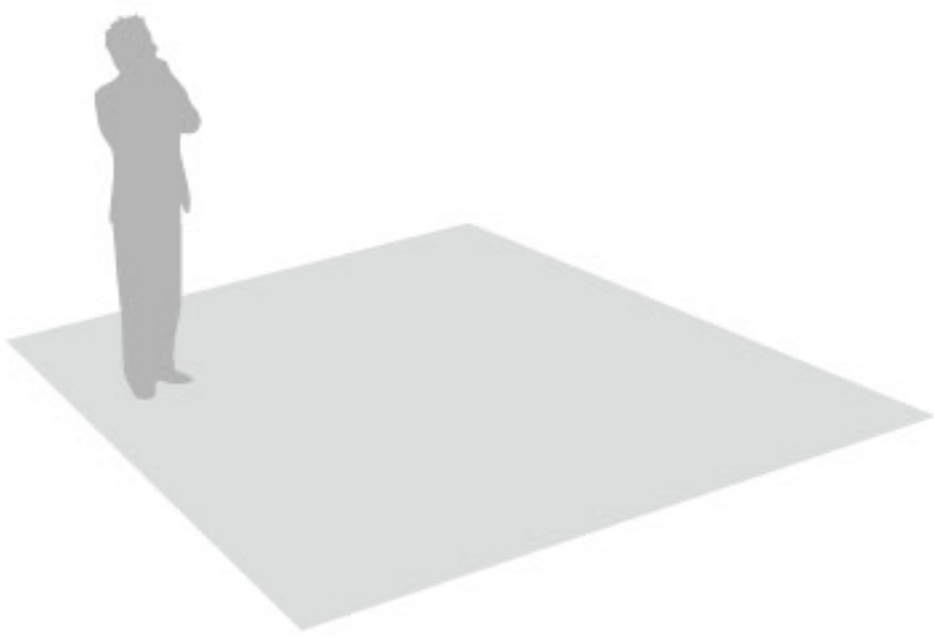

PARTICIPATION GUIDE

✓ 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

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	Distribution of Invitation	Online Promotion
<div>- Radio Spot</div> <div>- Newspaper</div>	<div>- Sending invitations to nationwide database of opticians.</div> <div>- Sending MMS</div>	<div>- Exhibition Website</div> <div>- SNS marketing</div> <div>- E-Newsletters</div> <div>- Media Partnerships</div>