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Since 2025

OFFICIAL WEBSITE

CONNECTING GLOBAL MARKETS WITH LEADING EYEWEAR INNOVATIONS

KIOF

Korea International Optics Fair

25(Wed) - 27(Fri), Nov 2026
Coex Magok, Seoul

| ORGANIZER | KOREAN OPTOMETRIC ASSOCIATION SeoulMESSE

CONTACT INFORMATION

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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 November 2026.

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

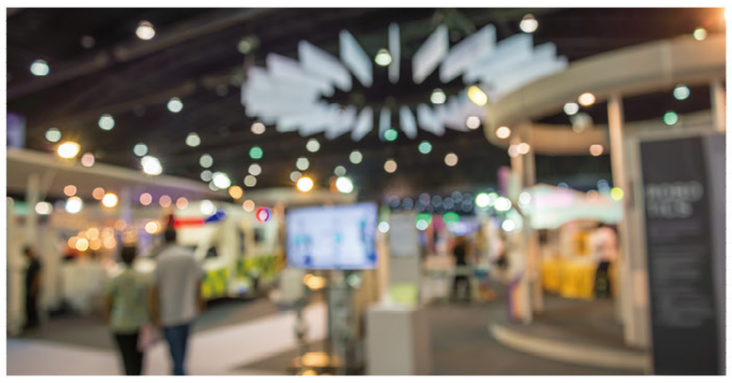
2,352	516	2,458
optical shops in Seoul	optical shops in Incheon	optical shops in Gyeonggi-do

Exhibition hall with optimal accessibility to domestic and foreign buyers

Seoul Station	Incheon Airport	Subway lines
30 minutes	30 minutes	3

COEX Magok is located in the center of the 1,110,805m^2 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 25(Wed)-27(Fri), 2026
Venue	COEX Magok, Seoul
Organizers	KOREAN OPTOMETRIC ASSOCIATION, SeoulMESSE
Scale(expected)	200 Exhibitors 300 Booths

KEY ACHIEVEMENTS IN 2025

11 Countries | **120** Companies | **270** Booths

Buyer — **30+** Countries | **9,756** Buyers

2025 MAIN EXHIBITORS

ACUVUE · CARIN · CMA GLOBAL · CooperVision · DAVICH · essilor · HOYA · OLENS · TOKAI

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

Continuing Education for Opticians 2026 (Mandatory Legal Requirement)

Executive Meeting of Korea's Optical Franchises

Specialized Expert Seminar

Business Meeting

※ 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

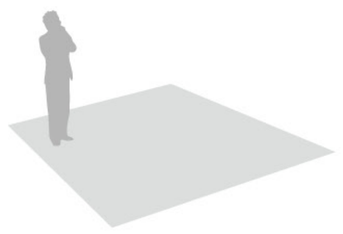
☑ Procedure

STEP 01	STEP 02	STEP 03	STEP 04	STEP 05
Online registration or submit an application form by website	50% of the total participation fee should be paid within 7 days upon submission of the application form	Make the payment of the participation fee balance (Balance due August 28, 2026)	Submit the exhibitor utility forms & all balances	The opening day

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

☑ Stand Option

(VAT excluded)

Type			Price	Provision details	
Space only		12㎡ (4m x 3m)	**4,000 USD / Booth**	Minimum reqirement of raw space is 24m²	
Shell Scheme		12㎡ (4m x 3m)	**4,400 USD / Booth**	1 desk + 1chair(1set) per exhibitior, spotlights, two-way socket, 1kw electric power, stand partirions, fascia board, floor covering	
Premium	**Carpentry**	12㎡ (4m x 3m)	**4,600 USD / Booth**	1 desk + 1chair(1set) per exhibitior, spotlights, two-way socket, 1kw electric power, stand partirions, fascia board, floor covering	
	Lighting	12㎡ (4m x 3m)	**4,700 USD / Booth**	1 desk + 1chair(1set) per exhibitior, two-way socket, 1kw electric power, stand partirions, 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

- ▸ Online & Offline Invitations to Optical Stores
- ▸ SMS, KakaoTalk & Newsletter Campaigns to Members of the Korean Optometric Association
- ▸ Advertising in Optical Trade Magazines

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