

# expo-óptica

## Press Dossier

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## Key Information

EXPOÓTICA 2024	
<b>Organiza</b>	IFEMA MADRID
<b>Dates</b>	From April 12 to 14
<b>Place</b>	IFEMA MADRID (Av. del Partenón, 5, Barajas, 28042 Madrid)
<b>Times</b>	12 and 13 April: from 10 to 20h. 14 April: from 10 to 18h
<b>Edicion</b>	34, biennial periodicity
<b>Main exhibitors</b>	127
<b>Spanish exhibitos</b>	103
<b>International exhibitors</b>	24 from 7 countries (Alemania, China, Francia, Italia, Países Bajos, San Marino And USA)
<b>Halls</b>	1 Hall: 10
<b>Sectorisation</b>	Optics Optometry Optical Fashion Contact lenses, contact lenses and low vision Audiology Service providers in the sector (software, instruments, equipment, etc.)
<b>More information and social media</b>	<a href="http://ifema.es/expooptica">ifema.es/expooptica</a> <a href="https://www.linkedin.com/company/expooptica">linkedin.com/company/expooptica</a> <a href="https://www.facebook.com/expooptica">facebook.com/expooptica</a> <a href="https://twitter.com/expooptica">twitter.com/expooptica</a> <a href="https://www.instagram.com/expooptica">instagram.com/expooptica</a>

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### **ExpoÓptica 2024 will launch tomorrow with 30% growth and the latest advances in optics and audiology**

**Organised by IFEMA MADRID, the event will take place from 12 to 14 April. It will bring together leading companies in the optic, optometry, and audiology sectors to present their technological innovations to improve people's visual and auditory health.**

**As well as the exhibition area, there will be an interesting programme of technical seminars and panel discussions at Foro ExpoÓptica and Foro ExpoAudio and the OPTOM and ANA Congresses.**

**ExpoÓptica**, the Iberian Peninsula's leading optics, optometry, and audiology exhibition from **12 to 14 April**, will open tomorrow. Organised by **IFEMA MADRID, this, the 34th edition, will be 30% larger** and will feature around 130 leading sector companies. The main optical fashion brands, manufacturers, distributors, training centres and suppliers, as specialised software developers and equipment for hearing and optical centres, will show up to present their latest innovations, and the trade fair will also offer a comprehensive programme of seminars in Foro ExpoÓptica and Foro ExpoAudio.

The biennial fair, back in 2022, will be officially opened tomorrow, Friday, 12 April, at 11.00 by Juan Carlos Martínez Moral, president of the **General Council of Opticians and Optometrists Associations**. This will be followed by a tour of Hall 10 accompanied by representatives of IFEMA MADRID.

### **Innovation, a tool to improve diagnostics and well-being of people with visual and hearing health issues**

Innovation is the driving force behind companies in the industry, which is focused on satisfying needs and improving the quality of life for people with vision problems. According to the latest Spanish White Paper on Visual Health, 76% of Spaniards have visual problems. Ten per cent of the population have hearing difficulties, although only four in ten wear hearing aids, according to the EuroTrack 2023 Study.

Therefore, Hall 10 will be wall to wall with innovative proposals from companies such as

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**Grupo Prats, Visionix España, Essilor Luxótica, TopCon HealthCare, Beltone, Oticon, Temática Software, Indo, Optiwin and Conóptica**, to name but a few. The epitome of this will be found in the **Innovation Gallery**, where almost 30 state-of-the-art products will be on display.

### **Moda Óptica, new trends in style and visual health**

Eyewear has become extremely fashionable, and ExpoÓptica will be a marvellous opportunity to see trends from national and international leaders, who will be there with their most trend-setting, avant-garde designs. A fusion of fashion and style, they also guarantee visual health. Companies like MrBoho, Morel Eyewear, Woodys Eyewear, Visibilia, Grupo Velada, Tiwi, Bolon, Jisco and Servisión will all present their latest products at **Moda Óptica**.

If you would like more information about this section, you can find it here: <https://www.ifema.es/expooptica/noticias/moda-optica-2024>.

### **Audiology, a specialised section for the second consecutive edition**

For the second time, the event will feature an area devoted to audiology. More than 20 companies will be there to demonstrate their latest products and advanced software aimed at health science.

This makes the section an important meeting point for professionals in the diagnosis, treatment, rehabilitation and prevention of hearing disorders, who will find the full gamut of new ideas, services and equipment for addressing hearing problems. It will also be an excellent opportunity for driving businesses since 30% of hearing aids are sold by opticians. That is why the combination of ExpoÓptica and ExpoAudio is a magnificent opportunity to forge commercial and strategic agreements.

### **Interesting programme of presentations**

The fair has organised a valuable programme of presentations and panel discussions courtesy of experts in optics, optometry and audiology from Friday, 12 to Sunday, 14 April. As well as presentations of the latest advances in both diagnosis and treatment of vision

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and hearing problems by companies, the experts at the **ExpoAudio** and **ExpoÓptico Forums** will address important aspects such as marketing in optical and hearing centres, use of Artificial Intelligence, the challenges and opportunities facing these health sciences and the viewpoint of media specialised in the sector.

The event will also host some major congresses for visual and auditory health professionals within the context of the fair. The **OPTOM 2024 Congress** will be on the subject of "The evolution of the visual system in the species" with master conferences and interesting plenary sessions, while the **Annual Congress of the National Association of Hearing Aid Practitioners (A.N.A.)** on 13 April will focus on "Let's talk about Prosthetic Audiology".

For full details of the scheduled activities, <https://www.ifema.es/expooptica/horario-actividades>

**ExpoÓptica 2024** will take place in Hall 10 at **IFEMA MADRID** all day from 10.00 to 20.00 on 12 and 13 April and from 10.00 to 18.00 on 14 April.

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### The Moda Óptica section to showcase fashion trends and innovation in eyewear at ExpoÓptica

**Eyewear is the fashion accessories par excellence, and from 12 to 14 April, top industry firms will be at IFEMA MADRID, showcasing the main trends in visual health and style.**

**ExpoÓptica**, the leading optics, optometry and audiology trade show on the Iberian Peninsula, will be held from **12 to 14 April**, and organiser **IFEMA MADRID** has confirmed the participation of a plethora of leading optical fashion companies.

Top firms like MrBoho, Morel Eyewear, Woodys Eyewear, Visibilia, Grupo Velada, Tiwi, Bolon, Jisco and Servision, among others, will be at **ExpoÓptica 2024** to present their most innovative designs and give a glimpse of future eyewear trends brimming fashion and style that also care for wearers' visual health.

Trade visitors to this thriving section of **ExpoÓptica** will get a comprehensive overview of the trends that have gained popularity in recent years and that are influencing the evolution of optical fashion. These include geometric and asymmetric frames, the return of seventies and eighties retro-style designs, coloured lenses, items manufactured from sustainable materials such as bamboo and biodegradable acetate, oversized sunglasses, minimalistic thin frames, simple designs, and high-tech options with lenses that change with light conditions and frames with activity tracking, to name but a few.

#### **Innovations in fashionable eyewear from leading brands**

**MrBoho** will be at the show with a great selection of innovations in optical fashion. Visitors will see their latest sunglasses and prescription glasses in a collection that combines style with functionality to redefine the concept of elegant eyewear. You can also place orders at the stand.

In the meantime, **Morel** will present a supremely comfortable collection featuring a patented screwless hinge. The new ANNA concept is full of femininity and nuances, teaming shades of gold with glittery red and a frame with contrasting transparent temples. LISA is a model featuring a striking blend of three acetates for a warm, fashionable look,

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multiple bezels and a front that adds depth. The SUPERNOVA concept introduces chunky modern frames for men with impeccable polishing and transparent colour at the temples. **Woodys** will present a spring-summer collection with 42 models and 189 references that follow the brand's line to create a solid, identifiable image: harmonious colour combinations, exclusive laminates and finishes, and high-quality materials. Some innovative designs are focused on attracting a younger audience, with thicker, trendier shapes and better-fitting frames, acetate on the arms, and high-end materials like titanium.

Visitors can also check out the **TIWI** collection of cutting-edge, sophisticated designs for fashionistas, as well as classic styles. With a large collection of frames manufactured with premium materials from Canada, these styles feature shapes with interesting angles and combinations of volumes and colours ranging from bold to neutral. There are also accessories in acetate and crystal chains to complement the glasses, which have Italian-made organic lenses and guaranteed UV protection.

In addition to these innovations, many more firms will showcase their new optical fashion products in Hall 10 at **IFEMA MADRID**.

### **Fashionable eyewear accompanied by training and knowledge at the OPTOM Congress and the ExpoÓptica Forum**

In addition, in the field of optics and optometry, this new edition of ExpoÓptica also be the setting for the **OPTOM 2024 Congress**, whose slogan this time is 'The evolution of the visual system in species', with master conferences and plenary sessions.

This year's **ExpoÓptica Forum** is committed to training, hence the availability of expert sessions on business management, marketing and using artificial intelligence to boost sales. There will even be a presentation of an Italian success case in the eyewear rental market, among other topics of interest.

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### The optometry and ophthalmology sector presents its innovations at ExpoÓptica 2024

From 12 to 14 April, ExpoÓptica, Salón Internacional de Óptica y Optometría (*International Optics and Optometry Exhibition*), organised by IFEMA MADRID, will feature leaders in the contactology and low vision sectors.

The OPTOM Congress and the EXPOOPTICA Forum will be hosted at the venue during the exhibition.

The leading exhibition of optics, optometry and audiology on the Iberian Peninsula, **ExpoÓptica**, organised by **IFEMA MADRID**, will be held from **12 to 14 April**. The event will be an opportunity to learn from specialised, ground-breaking companies in optometry and ophthalmology, which will present their latest technological and scientific advances with a holistic approach to diagnosis, treatment and the patient experience.

According to the **World Health Organisation**, by 2050, approximately 52% of the population will be short-sighted, and it will cost US\$1,3 billion to cater for the entire population with low vision or blindness. In addition, according to the latest **White Paper on Visual Health in Spain 2022**, 76% of Spaniards report having visual health problems, primarily myopia, hyperopia or astigmatism. It is also significant that 9% do not use anything to improve their eyesight, such as spectacles or contact lenses and of those who do, 84% wear prescription glasses, 17% contact lenses and 11% off-the-shelf glasses. From an economic perspective, according to the **White Paper on Visual Health in Spain 2022**, 2022, the optical market turned over just over 1.918 billion euros, 4.43% more than in 2021, with contact lenses being the fastest-growing product.

These data impact well-being and quality of life, as well as the economy, due to productivity loss. The report highlights the importance of investing in research in visual health and events such as ExpoÓptica to showcase the latest innovations and share knowledge and good practices that can improve eye care and health.

### The latest developments in the sector, according to the companies at ExpoÓptica

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From 12 to 14 April, Hall 10 of the **Recinto Ferial** will host spaces where professionals can learn about the latest advances in optometry and ophthalmology, such as teleophthalmology, advanced diagnostic technology such as optical coherence tomography and cranial topography, the application of gene therapy and regenerative medicine, smart contact lenses and the use of augmented and virtual reality to train professionals and plan surgeries.

It is worth mentioning the presence of **Grupo Prats**, a Spanish multinational company that will celebrate its centenary at **ExpoÓptica** and bring its latest lenses and adaptation technologies, as well as other companies such as **Alcon, Bausch & Lomb, Mark`enovy, Servilens, Visionix España, Essilor Luxoticca, Cione, Conóptica, Indo, Dicosein, Tiedra, Wivi Vision** and **Tokai Optecs España**, among other top companies in contactology, software applied to optics, low vision, optics, optometry and ophthalmology.

### **OPTOM Congress and EXPOÓPTICA Forum, opportunities to gain knowledge in optometry and ophthalmology**

The exhibition part will be enriched by the hosting of the **OPTOM Congress 2024**, which will address 'The evolution of the visual system in species' as well as master lectures on 'Gene Therapy' and 'Light in Optometry and Ophthalmology' along with three plenary sessions: "Healthy ageing in eye care"; "Artificial intelligence: impact of new technologies on our daily professional practice" and "Prevention and control of myopia".

Finally, at the **EXPOÓPTICA Forum**, guest experts will tackle a range of topics such as marketing, with presentations on marketing practices for opticians, recommendations for harnessing the possibilities of AI and big data in optician display windows, a debate with the main sector media on the current status of the world of optics, technical issues such as refraction of multifocal lenses, and presentations of success stories such as that of **Visioalquiler**, a pioneering Italian company that rents out prescription glasses.

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**ExpoÓptica 2024 announces that Audiology will have a dedicated section featuring more than 20 companies for its second edition.**

**More than 20 audiology companies will highlight their innovations and software for this area of health science at IFEMA MADRID from 12 to 14 April.**

**Audiology experts will meet at the EXPOAUDIO forum, and the Spanish Association of Audioprotesists (Asociación Nacional de Audioprotesistas - ANA) will hold its Congress there on 13 April.**

**ExpoÓptica**, the Iberian Peninsula's benchmark exhibition of optics, optometry, and audiology, organised by **IFEMA MADRID**, will be held from **12 to 14 April**. For the second consecutive time, the **Audiology** sector will have a dedicated space at the trade show with more than 20 participating companies.

**ExpoAudio** will be a key meeting point for professionals in the diagnosis, treatment, rehabilitation, and prevention of hearing disorders. Visitors will find the latest innovations, services, and equipment for improving customers' hearing and building their businesses. Given that 30% of hearing aids are purchased at opticians, the combination of **ExpoÓptica** and **ExpoAudio** is essential to create a climate for business and strategic agreements.

Hearing aid companies such as **Grupo GN Hearing, Grupo Oticon, Phonak-Hansaton-Unitron, Natus, Widex, Sonisord, Rayovac, Beltone, Diatec, Interton** and **Medat**, as well as specialists in audiology software like **Audyum, Aural Centros Auditivos, Garante, Klinnic** and **Deipe** will be at ExpoÓptica to present their most innovative solutions for this health science. Leading companies in the sector will provide exhibitors and trade visitors with first-hand information about advances such as tele-audiology, the possibilities of Artificial Intelligence in these field and technological advances that have revolutionized hearing aids such as wireless connectivity, noise cancellation, mobile applications, wireless charging, and sensors for increasingly small devices, among others.

**Forum EXPOAUDIO and the ANA Congress, key events for knowledge**

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In a situation where, according to the EuroTrack 2023 study on hearing loss and use of hearing aids, ten per cent of the Spanish population has hearing loss and only four in ten of these use hearing aids, and where the World Health Organization has forecast that by 2050 some 2.5 billion people (one in four) will have some degree of hearing loss, this dedicated area is crucial for knowledge exchange and good practices among professionals, that will be discussed at the round tables and presentations held during the three-day fair.

That's why the Audiology section of the exhibition is complemented by the **Annual Congress of the National Association of Audioprotesists (A.N.A)** on 13 April, which will be held under the slogan "Let's talk about Prosthetic Audiology". The congress will discuss professionalism and the quality of audiovisual products, innovation in technology, and the future of retail in Spain.

It is also complemented by the **EXPOAUDIO Forum**, where leading experts address interesting topics such as paediatric hearing tests, and tools to enhance audiology services will be launched.

What's more, this edition of the show will provide initiatives and spaces offering professional help, advice and information to entrepreneurs interested in opening an audiological office, particularly the activity organised by Grupo GN Hearing in EXPOAUDIO Forum 'Set up your office'. On Friday, during the afternoon of 12 April, a selection of experts will support and advise hearing aid professionals on setting up a new practice from different points of view thanks to the participation in this meeting of Beltone offering products, brands, and services specialised in optics, ReSound with products focused on audiology practices, Organizita with its telephone service and diary management solution, Delyser focused on data protection, Exedra, stand creation, Gráficas Aries, a printing press focused on providing material solutions for points of sale, Grupo Concentra, insurance company; Audifono.es, specialists in customer acquisition; and the GN marketing team, which will offer marketing services with a wide range of solutions.

### **The Audiology sector, through innovations from its leading companies**

In the dedicated Audiology section of **ExpoÓptica**, more than 20 companies will present and demonstrate their advances in both devices and services to audiology. One of these is **Audyum**, which will demonstrate its appointment scheduling tool at the trade fair. The

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programme features detailed patient tracking, inventory management and integration with advanced diagnostic equipment, simplifying the comprehensive management of hearing centres. **CosiumOptic** will also be there showing how to optimise professional activity with multi-store management, integrated solutions, and business intelligence with advanced data export options.

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### **ExpoÓptica 2024 will welcome optic and audiology professionals with an important lineup of presentations**

Organised by IFEMA MADRID, *Salón de Óptica y Optometría (Optics and Optometry Exhibition)* from 12 to 14 April, will be a place for knowledge exchange with the FORO EXPOAUDIO and FORO EXPOÓPTICA (EXPOAUDIO and EXPOÓPTICA FORUMS).

The event will host both the OPTOM and ANA Congresses.

**ExpoÓptica** - the Iberian Peninsula's leading event for the optics, optometry and audiology sectors - is organised by **IFEMA MADRID**. It will take place from **12 to 14 April** and has announced a comprehensive programme of presentations designed for knowledge exchange and good practices, as well as showcasing the latest innovations and addressing the sector's challenges and opportunities.

#### **EXPOAUDIO FORUM**

The audiology forum will kick off in **Hall 10** on **Friday, 12 April** at 10.30 with '**Boost Your Business with Unitron**', followed by '**Excellence in Reliability: The Pleasure of Hearing Without Difficulty**' at 11:30 with Phonak. At 12:30, it will be time for '**Paediatric Hearing Assessment**', during which NATUL Medical Spain will explain the procedure and aspects to consider to make a good evaluation and prosthetic adaptation with the use of RECD. The first day will end at 13:30 with the **presentation by AURAL WIDEX** and its value proposition in the different types of collaboration.

On **Saturday, 13 April** at 10:30, GN Hearing will present '**The smallest microRIE for greater intelligibility in noise**', explaining one of the latest developments in the sector. At 11.30, Phonak will share '**Hearing well is feeling good: the direct relationship between hearing and well-being**', followed by '**New Oticon Advances**' at 12.30 and '**Boost your business with Unitron**' at 13.30 for those who did not attend the previous day. After lunch break, at 16.00, we will have '**Activate the power of conversations with Signia Integrated Xperience**', where this company will present two hearing aids. From 18.00 to 19.00 there will be a **presentation by AURAL WIDEX** and, finally, the second day will end with '**How "DO YOU SEE" your future? Employability in Optometry & Audiology**' with Gaceta Audio.

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FORO EXPOAUDIO (EXPOAUDIO FORUM) will end on **Sunday, 14 April** at 11.30 with **'Audiology Services'** when Natural Optics Group will present tools to enhance the audiology service.  
**EXPOÓPTICA FORUM**

Also in Hall 10, the forum focused on visual health will also present a fascinating programme of conferences and presentations for professionals. It will start on **Friday, 12 April** at 10:30 with **'Get the most out of your Medmont Meridia Topographer'**, where the importance of the corneal topographer in optometric practice will be discussed, followed at 11:00 **'Vision without limits! Rodenstock Transforms your Vision with Big Vision for All'**. At 11.30, **'Myopia control: an academic and clinical project by the FOOT and CUV'** in collaboration with Mariam El Gharbi, Enric González and Dr Joan Pérez. At 12.30, Raquel Rodríguez will present **'How to make your patient, your client?'**, and at 13.30 there will be a **'Round table with experts in business and marketing for opticians'**. In the afternoon, the spotlight will be on new technologies with **'How AI can help in the clinical management and profitability of your business'** by WIVI Vision, at 17.00 **'Does your perspective adapt to new ways of communicating?'** with Atenea. At 18.30, Business Optom will present **'Your optician's shop window can help you sell more with AI'** and at 19.10 it will be time for **'Automate customer services at your optician's with a BOT'**.

On **Saturday, 13 April**, the day will start at 10:30 with **'About multifocal lens refraction'** focusing on streamlining multifocal lens fittings from Alcon Healthcare followed at 11.00 with **'TOPCON solutions to discomfort associated with the use of the contact lens'**. At 11.30 **'The impact of AI on early detection'**, where ULMA Medical Technologies will address the implementation of artificial intelligence-based solutions in optical establishments, for automatic analysis of retinal images, identifying the signs of the disease, and therefore facilitating early detection and preservation of vision. To cap off the morning, **'Optical or man orchestrates'** with support from Natural Optics Group, will be a presentation by NOG services during which professionals can focus on optics. In the afternoon, at 16.00, a round table discussion, **'The media talk about the world of optics'**, will feature Jaime Cevallos from Moda en Gafas, José Martín from Optimoda, Julio Rozas from LookVision and Juan Collado from Gaceta Óptica will discuss the current state of the world of optics. At 16:30 in **'Facing New Visual Problems. Accept the Challenge'** will analyse the new visual problems of patients and the new path that specialists must take together with AVS Low Vision.

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Finally, Business Optom will bring the second day to a close with a presentation **'How to find your place as an Optometrist in the 21st century?'** from 18.30 to 20.00.

Finally, on **Sunday, 14 April**, FORO EXPOÓPTICA will have four presentations: **'What if we were to look at the myopia of younger patients with other eyes?'**, when Mark'ennovy – EVG will address new strategies that break with conventional methods, with a subscription that offers comprehensive visual health care for people with progressive myopia. Next will be **'Conscious communication. effective communication'** sponsored by CIONE with specific recommendations to enhance communication with patients to improve satisfaction and profitability; and **'The innovative service of prescription glasses in Spain, too'** by VISIOALQUILER. The final presentation is sponsored by Conóptica and entitled **'QuickSee Free: mobile autorefractors to boost your exams and sales'**.

### **OPTOM Congress and ANA Congress**

At the same time, **ExpoÓptica** will host two very important events for the sector during the fair. The first of these, the **OPTOM 2024 Congress**, will take place in the **Centro de Convenciones Puerta Norte** from 12 to 14 April on the subject of **'The evolution of the visual system in species'**, with lectures, plenary sessions and monographic courses. The second, on 13 April, will be held in the **Sala Retiro** at the Recinto Ferial. The **Annual Congress of the Spanish Association of Hearing Aid Professionals (ANA)** entitled **"Let's talk about Prosthetic Audiology"**, will address three key areas: the training framework in Spain, news and innovations in the profession and the audiology and retail market.

Programme of activities: <https://www.ifema.es/en/expooptica/activities-schedule>

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### **ExpoÓptica 2024 is a meeting for all service providers in the optics and audiology sector**

**Organised by IFEMA MADRID and scheduled to take place from 12 to 14 April, the optics, optometry and audiology fair will feature specialised software, equipment, and instrument suppliers.**

**It will also host training centres, which will present their programmes and methodologies.**

The Iberian Peninsula's leading optics, optometry and audiology trade fair is organised by **IFEMA MADRID** and will be held from **12 to 14 April**. This will be the 34th edition of **ExpoÓptica** and it will be a major meeting for leading manufacturers and distributors, and an impressive range of industry service providers including specialised software developers and highly advanced equipment and instruments for audiology and optical centres.

**Operational efficiency and personalised attention are among the advantages using software in optical and audiology centres.**

Software designed for hearing and optical centres makes a great contribution to operational efficiency. Among the many improvements are enhanced customer management, more personalised patient care and inventory management, with the possibility of automating orders and optimising them to avoid product surpluses and shortages, scheduling appointments, etc. financial and billing management and producing reports and business analysis useful for making business decisions.

Among the specialised software companies working to meet the sector's needs at **ExpoÓptica**, it is worth mentioning **Atenea, Audyum, Cosium, Deipe, Klinnic, OptiPlus, Opti Win** and **Temática**, which will highlight their latest developments and give live demonstrations of how to use them in the day-to-day life of a business. Temática Software will sponsor Foro ExpoÓptica, where experts will address the sector's challenges and opportunities.

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### **New generation equipment, crucial for improving the quality of life of people with vision and hearing problems**

Optics and audiology equipment, which is technologically highly advanced, play a crucial role in the provision of quality services and customer service in specialised centres for sales and provision of services related to visual and hearing health.

Among these are diagnostic equipment used to perform tests such as optometers, tonometers, visual field screeners, otoscopes, audiograms, among others; manufacturing and assembly equipment; measurement and adjustment equipment to accurately measure lens graduation, adjust frames and calibrate hearing aids to each person's hearing characteristics; treatment and rehabilitation equipment to provide visual and auditory therapies; and correction equipment, such as spectacle lenses and frames, contact lenses, hearing aids, hearing protectors, etc.

In this sense, many leading companies in the sector will exhibit their equipment and show their positive impact on the services and diagnostics offered such as **Essilor Luxottica**, **Ergofocus Plus System**, **Matoptique**, **Mei**, **Moin Medical**, **Oftalmica Bonet**, **Optos**, **Visionix España** and **Wivi Vision**.

In addition, as well as software solutions, equipment and instruments, there will also be a multitude of service providers that ensure the correct operation of optical and hearing centres at ExpoÓptica. One of these is **ULMA Medical Technologies**, which develops diagnostic and data analysis solutions based on Artificial Intelligence; **SI Internacional**, which will bring its wide range of products for optics adapted to the requirements of new crystals and modern treatments to **IFEMA MADRID**; **FarmaMix Visión** and Santén, specialising in eye health products based on hygiene, nutrition and eye drops; **Lenzbox** and its contact lens care solution; **Dicosein**, an optical accessories and accessories; **Rayovac** and its hearing aid batteries, and **Aromas Fenpal**, olfactory marketing specialists.

### **Training centres at ExpoÓptica 2024**

Training is essential to ensure service quality, stay abreast of technological advances, improve technical skills, promote visual and hearing health, comply with legal regulations, and promote professional development of industry professionals. **Lyceum Formación** and **Mope** will participate in this new edition of ExpoÓptica, presenting their offer and training

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methodology.

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### **ExpoÓptica 2024 counts down to its biennial meeting support from the trade media.**

**Organised by IFEMA MADRID, the Optics, Optometry and Audiology Fair will receive extensive coverage from the sector media from 12 to 14 April.**

Specialised optometry, ophthalmic, optics, and audiology sector media on the Iberian Peninsula will support the 2024 edition of **ExpoÓptica**. The leading industry exhibition organised by **IFEMA MADRID** will be held from **12 to 14 April** and will have more than 130 exhibitors.

The industry's specialised media, such as **LookVision, Gaceta Audio, Gaceta de Optimetría and Óptica Oftálmica, Modaengafas.com, IM Ópticas** or **20/20 Magazine** will be there to cover the event.

#### **Media support for the optics and audiology sector**

**Nieves Herraiz**, advertising director at **Gaceta Audio**, stressed that "for Gaceta Audio, it is an honour to be an active collaborator with IFEMA MADRID in the planning of this event, which is now the most important in the country—given our position as the largest communication platform, designing a plan that would encourage all market players to take part. The plan was accepted across the board, and it has become established for the last two editions to make this the most important audiology fair in our country. We will continue to ensure that Expo Audio is a meeting place for all audiology professionals in future editions."

"Lookvision magazine is proud to lend its strong, unconditional support to ExpoÓptica as a crucial event for the optical community of the Iberian Peninsula in particular and the international industry in general. Through its commitment to presenting trends, innovative technologies and best practices in the industry, Lookvision highlights ExpoÓptica's utility as a platform for exchanging knowledge and experiences among professionals, manufacturers and distributors. We work together to promote sharing of good practices and trends to drive progress in the industry, strengthening the link between professionals and leading companies and fostering growth and excellence in the optical sector," said

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**Julio Rozas**, director of **Lookvision**.

### **Media participation in the contents of ExpoÓptica 2024**

The media plays a key role in these sectors in publishing information and analysis, data analysis, and educating consumers, professionals, and entrepreneurs on opportunities and risks. As a platform for advertising and marketing products and services, ExpoÓptica will organise seminars where journalists from specialised media will give a comprehensive perspective of the sector.

For example, on Saturday, 13 April at 16.00 at FORO EXPOAUDIO, the panel discussion **'The media talks about the world of optics'** will be presented by Jaime Cevallos from Moda en Gafas, José Martín from Optimoda, while Julio Rozas from LookVision and Juan Collado from Gaceta Óptica will discuss the current state of the world of optics.

FORUM EXPOAUDIO will also close on Saturday, 13 April, with a conference by Gaceta Audio at 19:00 entitled **'How do you "SEE" your future? Employability in Optometry & Audiology'**. This conference will be an expert look at how vision and hearing form a functional unit in learning processes and current research that supports the importance of considering their integration and the advisability of evaluating them in optometric and audiological exams. The aim is to improve the quality of life by jointly addressing care for two essential senses.

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Ayuntamiento de Madrid

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Consejo General de Colegio de Ópticos - Optometristas (CGCOO)

**D. Eduardo Morán**

Consejo General de Colegio de Ópticos - Optometristas (CGCOO)

**D. Jesús García Poyatos**

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GH Hearing Care Sau

**Dña. Arancha Priede**

Directora de Negocio Ferial

IFEMA MADRID

**Dña. Ana Rodríguez**

Directora de ExpoÓptica

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**D. Enric Florensa**

Director General

Indo Optical S.L.U.

**D. David Rodríguez**

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Leneau

**D. David Hernández Jiménez**

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## Annex. Plan of sectors and sections



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