

## Press release



THE INTERNATIONAL TRADE  
SHOW FOR OPTICS & DESIGN

**31.01.–02.02.2025**

**Munich**

[www.opti.de](http://www.opti.de)

**opti 2025**

### **Trade show concept takes shape**

**The concept ideas for opti 2025 are finalised. After months of intensive research and three roundtables with exhibitors, visitors and association representatives, the ideas for the leading optical trade show for Germany, Austria, Switzerland have been defined.**

**Munich, 9 September 2024** – Following the great success of opti 2024, the industry is backing the direction it has taken. The course and concept are right, now it's time for fine-tuning, optimising and sharpening the upcoming opti in order to adapt it to current industry needs and challenges. In 2025, the trade show's programme will once again revolve around the focus topics of eyewear, vision care, eye health, digitalisation, sales & POS, myopia, sustainability and education, knowledge & careers. opti welcomes its visitors in Halls C1 to C4 of the Munich Trade Fair Center.

**Hall C3 will be opti's informative and communicative centrepiece: The biggest innovation** is the concentration of four theme-hubs in a joint hub arena in Hall C3. Hub topics will be: Next Generation, the future of the industry, myopia and sustainability. Also in Hall C3: the opti RUNWAY BAR, which was successfully positioned this January at the request of the industry. The bar is once again a neutral networking touchpoint for all trade show visitors and, together with the Hub Arena, forms the knowledge and networking centrepiece of opti, linking all product areas.

**As part of the focus topic of education, knowledge and careers**, the opti trade show team will hold a fourth roundtable with trainees and students from the optical sector in autumn to explicitly address their wishes and requirements for opti and the future of the industry. Another sustainability award, which opti will be presenting for the first time, is aimed at the next generation of the industry: the opti SUSTAINABILITY YOUNGSTER AWARD. On the Sunday of the trade show, opti will host a meeting of teachers from vocational optics schools from all over Germany for the first time - a networking event where participants can exchange ideas with each other as well as the exhibiting industry to gain inspiration for their lessons as topics will be drawn from daily teaching practice. This will be preceded by an informal get-together the day before.

GHM Gesellschaft für  
Handwerksmessen mbH

Press and Public Relations

P.O. Box 82 03 55  
81803 Munich, Germany

Paul-Wassermann-Str. 5  
81829 Munich, Germany

P +49 89 189 149 166

[presse@ghm.de](mailto:presse@ghm.de)  
[www.ghm.de](http://www.ghm.de)

Management Board:  
Dieter Dohr (CEO and President)  
Klaus Plaschka (CEO)

Local Court Munich  
HRB 40217  
VAT ID: DE 129358691

**The opti CAMPUS, also in Hall C3**, where educational institutions present themselves, makes a visit to the trade show even more attractive for school leavers and opticians who want to continue their professional training in optometry. The opti CAMPUS is now located in the immediate vicinity of the opti RUNWAY BAR, which is the ideal location for first talks and discussions in a relaxed atmosphere - with mostly free beverages!

**Two start-up areas** demonstrate the industry's willingness to innovate and take risks. New is opti VISIONARY, the start-up area for the non-frames sector, awaiting visitors in Hall C3. As usual, the opti BOXES in Hall C2 offer an attractive forum for start-ups from the frames sector.

**Last but not least:** The opti PARTY will be celebrated again on the evening of the Friday of the trade show!

**Cathleen Kabashi, exhibition director of opti:** *'It's wonderful to feel the industry's backing. This creates an enormous sense of community and motivates my team and me like never before to give more than our best in the planning and preparation of opti. We want to further strengthen this sense of community within the optical industry – also outside the exhibition halls. Prove of this are the roundtables we initiated and at which we asked industry experts, exhibitors and visitors what they would expect from opti. Together, we then defined and concretised their wishes resulting in many great suggestions for the upcoming opti. This is a huge success, above all because the roundtables have shown how much the industry connects with opti, how much the industry wants opti.'*

#### **About opti**

opti is the international trade show for optics & design which takes place annually as the industry kick-off in January in Munich. It offers trade visitors the complete spectrum of ophthalmic products, from spectacle frames and lenses, contact lenses, refraction, diagnosis and low vision to shopfitting and technical equipment. opti is the order platform and the location for product premières by international market leaders and start-ups alike. The event was first held in 1998, and since 2008 has been organised by GHM Gesellschaft für Handwerksmessen mbH.

#### **Media contact**

Bernd Degner, Public & Media Relations Manager

P +49 89 189 149 166

[bernd.degner@ghm.de](mailto:bernd.degner@ghm.de)

[www.opti.de/en](http://www.opti.de/en)

**Publication free of charge – reference copy requested.**

#### **Note to editors**

You are welcome to download press releases and photos of opti at:

[www.opti.de/en/press](http://www.opti.de/en/press)

#### **Social Media**

[www.facebook.com/optitradeshow](http://www.facebook.com/optitradeshow)  
[www.instagram.com/opti\\_show](http://www.instagram.com/opti_show)

[www.linkedin.com/company/opti/](http://www.linkedin.com/company/opti/)  
[www.youtube.com/user/optiShow](http://www.youtube.com/user/optiShow)