

VisionPlus EXPO 2022: Set For A Bigger And Even Better Show in Dubai

The global optical business seems set for rebuilding and reclaiming lost ground. VisionPlus EXPO 2022 invites the optical world to come to Dubai for a true celebration of eyewear.

**Come to Dubai.
Let's Celebrate Eyewear.**



Dubai, United Arab Emirates Mar 1, 2022 ([Issuewire.com](https://www.issuewire.com)) - The maiden edition of VisionPlus EXPO established Dubai as a new destination for eyewear shows. It was among the few successful trade shows for the optical industry last year, attracting exhibitors from 16 countries and buyers from over 59 countries. This year the plan is to build on the success of the last edition and give all the participants a bigger show and even better experience with the second edition of the VisionPlus EXPO.

“Our vision for 2022 is quite simply to help the optical industry grow back to its full potential. And that starts with bringing the industry together on one platform which is convenient for everyone, and conducive for business and networking. VisionPlus EXPO at Dubai offers all of this.”, says Mr.Siraj Bolar, CEO of FourPlus Media.

In terms of facilities and show quality, the event will continue to maintain the standards that one expects of Dubai and VisionPlus. Prominent international brands including ZEISS, Schneider, MEI, OptiSwiss,

Minima, Lafont, Monogram, Stepper, Hello Kitty and Vision Rx have already confirmed their participation in the upcoming edition.

What can participants expect?

VisionPlus EXPO 2022 would give the optical trade community a chance to capitalise on Dubai's unbeatable centralised location, world class infrastructure, and the influx of business and leisure travelers. This opportunity to be a procurement hub for an international audience will further strengthen the position of Dubai as a destination to reinvent all businesses including the optical trade.

A year-long promotion campaign is planned, targeting a bigger attendance from the regional markets, extending to the entire Middle East & Africa region, and South Asian markets including the Indian subcontinent going up to Singapore and Malaysia. Exhibitors can expect more coverage in terms of promotions for their participation, and take their brand message to all potential buyers, in advance. They will get a chance to connect with prospective buyers, build stronger networks and even learn from their peers.

Besides the business aspect, VP Academy — a CME accredited knowledge sharing platform that would be hosted at the exhibition. This edition will also have a special featured area — Project Eyewear, to showcase upcoming eyewear designers. Visitors who are looking for that 'something different' would definitely love this. And of course, VP Awards (Arabia) remains a big draw, as a celebration of eyewear business in the MENA region.

So get ready to celebrate the best in eyewear! Block your calendars for 19-20-21 October 2022.

For event details visit: www.vpexpodubai.com

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About the promoters:

FourPlus Media is the publisher of VisionPlus Magazine, a trade magazine that has its circulation in over 20 countries across India, the Middle East and Southeast Asia. With three distinct editions for each of the regions, VisionPlus is the #1 eyewear fashion magazine in each of the respective regions.

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