



HUGE PRESENCE OF ITALIAN COMPANIES AT HONG KONG OPTICAL FAIR

November 4 through 6, twenty of Anfao's associate companies will exhibit at Visionaires of Style, the exclusive space dedicated to production companies that are the most committed to research and design

Hong Kong, November 3, 2009 – Anfao, the Italian Association of Optical Goods Manufacturers, continues its extraordinary international promotion plan. After Rome, Paris, Las Vegas and Tokyo, the next major appointment is at the **Hong Kong Optical Fair, November 4 through 6.**

A group of twenty companies representing Made in Italy eyewear will be present in an area of excellence called **VoS** or **Visionares of Style**, an exclusive space – *promoted and organized by V-Magazine, the important glossy trade magazine with an international circulation of about 70-thousand copies* - reserved for the international companies that are most committed to design, stylistic research and experimenting. Exhibiting in the area's original and sophisticated setting, which will be of certain interest to visitors and all sector operators, are about forty selected companies. Twenty of these are Italian, which is proof of the supremacy achieved through top quality products, innovative lines, major research and experimenting with materials, all elements that are highly regarded in foreign markets, and in Asia in particular, that now more than ever are in search of the beautiful, unique and authentic. The Italian group's participation is the starting off point for a promotion that began in previous months in V-Magazine, which featured a series of dedicated articles during the countdown to the event.

Hong Kong is one of the tangible stages of the **internationalization plan** undertaken by Anfao to support the Italian eyewear industry. This extraordinary program has become indispensable for proactively coping with the global economic crisis that has also affected the eyewear segment. In this context, the event in Hong Kong is an important moment for Italian companies, a unique occasion to meet and compete with manufacturers from all over the world and especially those from Asia.

The companies in the Anfao group are: *Area, Atmosphaera Occhiali, Fao Flex, GB Occhiali, Immagine Eyewear, Ioves, Joint Project, La Fenice, Lastes, Look Occhiali, Mirage, Nico Design, Occhialeria Martini, Occhibelli Morgan Group, Optigen, Revert, Saf Ottica, Sover, Trenti, Trevi Coliseum.*

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