



NEW STATE OF EYEWEAR MANUFACTURING

Seminar in MIDO 2023 OTTICLUB

4 February 2023 4:30pm - 5:30pm

Moderator

- ▶ **Mr. Nathan Wong**
HKOMA Committee Member(R&D)

Welcome Address by

- ▶ **Mr. Evan Tse** **President HKOMA**

The background features abstract, overlapping green geometric shapes in various shades of green, creating a modern and dynamic look. The shapes are primarily located on the right side of the image, with some extending towards the left.

Invite

Hong Kong Optical Manufacturers Association (HKOMA)
President

Mr. Evan Tse

To present
Welcome Address

Welcome Address

Mr. Evan Tse President

HONG KONG OPTICAL MANUFACTURERS ASSOCIATION (HKOMA)

On behalf of HONG KONG OPTICAL MANUFACTURERS ASSOCIATION, it is my pleasure to welcome exhibitors and visitors to the Seminar. At the same time, I would like to thank MIDO exhibition for the arrangement of this event, and all the speakers for attending the seminar to share their valuable information and insights with us in spite of their busy schedules during the show time.

MIDO Fair is a superb showcase. As one of the world's premier eyewear events, it also brings our members and Hong Kong eyewear manufacturers the opportunity to meet with international counterparts, exchanging news and views. Over the last 3 years of the COVID-19 pandemic, the Hong Kong optical industry has seen its share of ups and downs, an experience we know has been shared by the global industry. During this period, consumers have changed their buying behaviours and caused unprecedented changes to the global business environment.

In order to stay competitive in the new business and economic environment, all industries require new strategies and practices. Thus, Hong Kong Optical Manufacturers Association (HKOMA) organized members to formulate our latest technologies application and creativity design in this MIDO. The project is called "Visual Impact - Hong Kong Eyewear 3D Design", including to showcase the Hong Kong professionals' eyewear elements under the VR/AR applications in the HKOMA booth at stand C01 in Pavilion 4, and run this Seminar, named "New State of Eyewear Manufacturing" with the aim to let our manufacturers alert that they will face a huge change from design stage to marketing stage in the coming eyewear manufacturing businesses. We wish this project could provide the industry with insights about the latest market situation and manufacturing technology, as well as to let them capture business opportunities.

Despite still quite uncertainties ahead, Hong Kong optical industry with great resilience has well adapted to the new normal and coped with different contingencies successfully.

Finally, I wish you all the very best of business and enjoy the show.

Invite

► **Mr. Frank Schroeder**

Marketing Manager OBE Gmbh & Co. KG

For Information Sharing

Topic: Innovative eyewear, hinge solutions
for

3D printing eyewear and Smart-glasses.

Invite

▶ **Mr. Jason Wehlage**
Vice President of Product & Design
KENMARK EYEWEAR

For Information Sharing

Topic: New state of eyewear manufacturing

A group of four people, seen from behind, walking away from the viewer. They are carrying various shopping bags. The person in the foreground is a man in a tank top and shorts, carrying a bag over his shoulder and another in his hand. Behind him are three women, also carrying bags. The background is a dark blue-grey gradient with green geometric shapes on the right side.

Consumer Expectations

- ▶ Unique Designs

Consumers are seeking product that is different and meets their individual style.

- ▶ Quality

Products that both feel and look good while wearing.

- ▶ Transparency

Consumers expect both social compliance and environmental regulations to be followed. They want to feel good about what they're wearing.

Competitive Awareness



COST

SCALE

SPEED

Competitive Awareness



COST

Pricing has increased

SCALE

Employees are decreasing

SPEED

*Production lead times
have increased*

The Future of Manufacturing

Incorporating artificial intelligence
into the manufacturing process



**photo credit-designwanted*



What is Your New Competitive Advantage?

- ▶ How can you meet the demands of the changing consumer?
- ▶ How can you become more competitive in the marketplace?
- ▶ Will you quickly adapt to emerging manufacturing technologies?

Invite

▶ **Mr. Kenny Kwok**
Director Kelfred Holdings Ltd.

For Information Sharing

Topic: New state of eyewear manufacturing

Present Souvenir
to

▶ **Mr. Jason Wehlage**

Vice President of Product & Design

KENMARK EYEWEAR

By

Mr. Evan Tse President

HKOMA

Present Souvenir
to

► **Mr. Frank Schroeder**

Marketing Manager, OBE Gmbh & Co. KG

By

Ms. Grace Cho Vice President
HKOMA

Present Souvenir
to

► **Mr. Kenny Kwok**
Director, Kelfred Holdings Ltd.

By
Ms. Grace Cho Vice President
HKOMA

Present Souvenir
to



By

Mr. Evan Tse President HKOMA

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect.

Group Photo Taken

End of Ceremony

Thank you!