

莫斯科眼鏡展 (MIOF)活動報告 暨 俄羅斯眼鏡市場研究報告

展期：2020年2月11日至13日

展位：俄羅斯莫斯科 CROCUS EXPO / Pavilion 2, Hall 8, A315

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香港中華眼鏡製造廠商會有限公司

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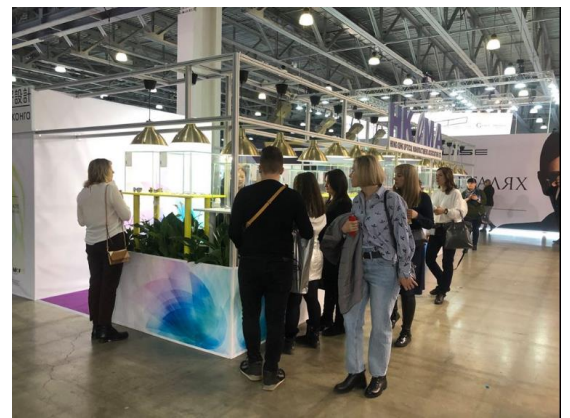
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1. 活動現場回顧

1.1 香港眼鏡好設計 – 香港館

2020 莫斯科眼鏡展(11-13 / 2) HKOMA 香港眼鏡好設計 展示館舉辦圓滿成功

本會和生產力局攜手在過去三天於莫斯科眼鏡展舉辦是次大型展覽推廣活動，未受冠狀病毒肺炎疫情影響，獲參觀客戶好評，來自 30 家香港眼鏡廠商的自家設計品給予臨場買家深刻印象。



更多的精彩花絮，請登入以下連結查看。

<https://www.facebook.com/144025359682797/posts/683538155731512/?d=n>

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1.2 香港眼鏡好設計項目– [環球眼鏡新視覺] 研討會

2 月 11 日 下午 2:30 – 3:25 CROCUS EXPO, Conference Hall H

嘉賓講者: Big Horn Eyewear – Mr. Kevin Ching, United Creation Optical – Mr. Evan Tse

謝謝 Kevin 及 Evan 的支持，分別在現場及視像形式和當地業界交流眼鏡設計的心得。



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1.3 俄羅斯眼鏡業資料

從展會現場及 MIOF team 的訪問中，我們大概可以總結以下俄羅斯眼鏡業基本概況：

1. 俄羅斯眼鏡相關企業集中於莫斯科，全國基本沒有眼鏡製造廠
2. 俄羅斯普遍定義眼鏡為醫療用品，並需要相關認證 (4.1)
3. 俄羅斯人帶主要在因應眼疾需要而配戴眼鏡
4. 眼鏡選購時常見的選購特徵：形像、耐用性、時尚潮流、適合、品牌

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2. 2020 俄羅斯莫斯科光學眼鏡展介紹

俄羅斯莫斯科光學眼鏡展 MIOF 在莫斯科 Crocus Expo 國際展覽中心舉行。俄羅斯莫斯科光學眼鏡展始於 2009 年，每年舉行 2 屆，是俄羅斯莫斯科光學行業規格最高、頻率最高及最有影響力的專業展會。而秋季的俄羅斯莫斯科光學眼鏡展是每年的最高點。上屆展出面積達 15000 平方米，展商數量 200 多家，展商來自俄羅斯的許多地區，以及來自法國、英國、德國、西班牙、土耳其和烏克蘭的等十多個國家。展會同期舉辦高峰論壇，涵蓋眼科光學制造技術和眼科研究有關的問題，也包括市場營銷等其他問題。行業權威專家與行業人士進行高效對話，解決目前行業熱點焦點的話題。展會為行業提供了俄羅斯與全球市場趨勢的最新信息和貿易平台。俄羅斯眼鏡光學眼鏡市場趨向有序發展，據俄羅斯 RBC 機構就關於俄羅斯光學眼鏡市場排名的調查指出，目前俄羅斯光學眼鏡市場已完全成型，呈現新的正規貿易網點的趨勢：眼鏡沙龍，眼鏡超市，高級派眼鏡店。根據專家的最新評估，光學眼鏡市場的規模為 14 到 15 億美元。其中，正規零售市場占銷售總額的 50%，其餘的是銷售產生於小攤、售貨亭和市場大攤。

展品範圍

眼鏡和眼用護理產品：太陽眼鏡、運動用品和防護類、眼用消費品和護眼產品

配件類：眼鏡鋼片和配件、人造眼、觀景鏡頭和透鏡

醫學儀器設備：鏡片鏡頭切割設備、眼鏡器械和設備、眼科外科設備、診斷設備和器械、折光儀器和設備、視軸矯正設備、眼鏡展示架。

更多有關俄羅斯光學眼鏡展會的最新資料可在以下網站查詢。

<http://eng.optica-expo.ru/optica/exhibition/photo.php#1>

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眼鏡好設計

Hong Kong Eyewear Good Design

香港國際眼鏡展
SIEM Hong Kong
Apr 10-12, 2020



Moscow International Optical Fair (MIOF)

September 15-17, 2020 / CROCUS EXPO

The MIOF 2020 / February

Albums

- The MIOF 2020 / February (74 photos)
- The MIOF 2019 / September (67 photos)
- The MIOF 2019 / February (70 photos)
- The MIOF 2018 / September (55 photos)
- The MIOF 2018 / February (72 photos)
- The MIOF 2017 / September (88 photos)
- The MIOF 2017 / February (74 photos)



80% of exhibitors found new clients

57% of visitor found new contractors

82% of visitors attended only MIOF among optical fairs

89% of attendees consider the project necessary for making decisions for future purchases

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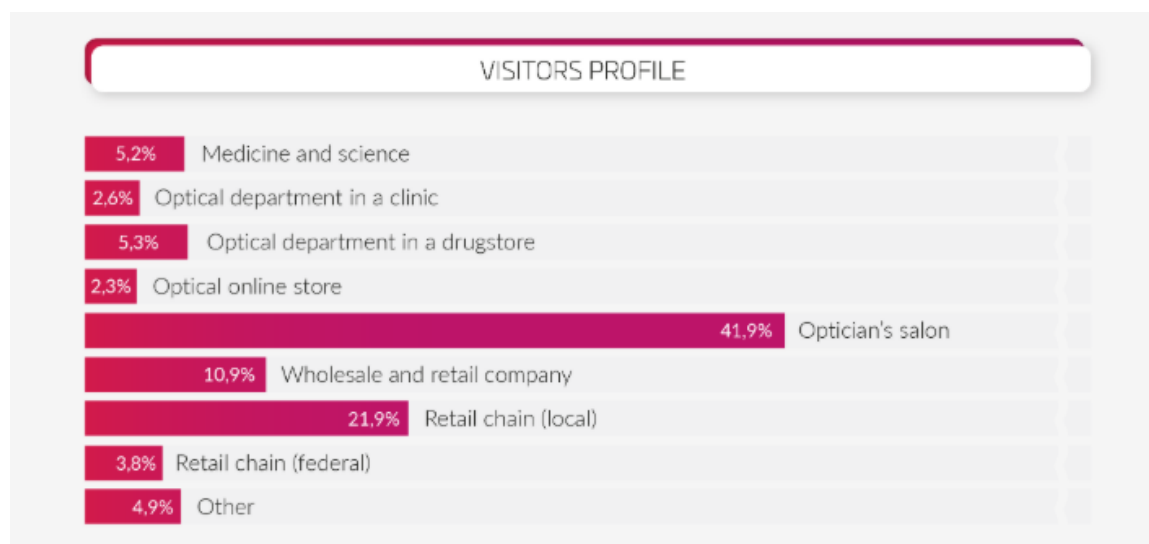
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Duration	3 Days
Events of the business program	422
Exhibitors	119
Exhibitors' Countries	Belarus, Canada, China, Italy, Germany, Great Britain, Russia, Hong Kong
Brands	350
Visitors	3908 (33 Countries/ 331 Cities)
Exhibition Space	>9000 sqm
Frequency	Twice a year (February, September)



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Main Thematic Sections

Ready Corrective glasses	Contact Lenses and Lens care products
Sunglasses	Ophthalmologic and optometric equipment
Sports Glasses	Software for glasses selection
Frames for corrective Glasses	Trade equipment for optical stones
Glass Lenses	Specialized Optical Editions
Cases, glasses and lens care products, accessories	Machines for lenses processing, technological equipment for optical workshops

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3. 展後跟進宣傳

3.1 Russia Optical Magazine

Joint issue in June.

Russia Optical Magazine will create a “Collection” section, where one company will have 1 page of the magazine + an ad unit for this company (1 / 8A4 of \$120 - or a 1A4 page of \$640 - to choose from). Content of the publication - text + photo of a woman or a man in glasses + 3 photos of frames / glasses. A section can be up to 10 pages (10 companies).



3.2 MIOF 團隊支援

MIOF 團隊可協助下列項目

1. 尋找經銷商
2. 獲得當地法律的法律服務
3. 獲得海關的服務和物流領域的其他服務
4. 品牌推廣活動和營銷
5. 設立在地陳列室

有關服務詢價可以參照附錄 2。



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4. 俄羅斯營商注意事宜

4.1 俄羅斯眼鏡入口認證

所有入口俄羅斯產品需要取得俄方認可的認證如 EAC 認證，EAC 申報，GOST R 認證等。從 2020 年 3 月開始，相關要求在調整，實時所需的進口憑證可與相關認證機構查詢。本港亦有機構代辦入口所需認證。

代辦機構:

俄羅斯國際認證有限公司
香港新界荃灣沙咀道 66A 號豪力中心 8 樓 3 室
Steven
+852 3705 4368
info@rr-hk.com.hk
http://rr-hk.com.hk/eac/index.html

申請流程:

在某些情況下，程序相當簡單快捷，而在其他情況下，認證過程可能需要長達六個月的時間。

階段	活動	所需時間
1	機構從生產商或供應商處獲得有關其想要提供給歐亞經濟聯盟的產品的詳細信息（縮寫形式 - EAEU）。關於生產者或供應商的更多信息可以幫助我們完成這一步驟，機構將更快速和詳細地提供有關該產品的要求，價格和認證時間以及其他必要步驟的全面詳細信息。	兩星期
2	機構進行初步審查並確定產品是否是強制性指令的對象，適當的 TR CU 的可用性，根據 TR CU 的合格評定類型或	兩星期

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	其他強制性指令和要求（例如 EAC 認證，GOST R 認證等）。），認證計劃，義務。信。	
3	如果生產者未與 EAEU 成員國的居民達成協議，該成員國可以代表其作為 EAC 代表，並且可以通過俄羅斯和 EAEU 國家的指令和立法申請，機構提供服務以履行代表的職能。EAEU 的領土用於產品認證。	兩個月
4	在 EAC 領土上有官方代表在場的情況下同意認證計劃，要求，技術法規和解決問題後，機構簽訂了一份協議，要求履行要完成的工作，開展工作並向客戶提供適當的證書/EAC 聲明或 GOST R，也是實驗室的協議，適用範圍包括 EAC 成員國的國家認可，並從註冊的 EAC 證書/聲明的單一登記冊中摘錄。	兩個月

4.2 俄羅斯眼鏡增值稅

光學鏡架的增值稅為 10%，(衛生部註冊)；非註冊的增值稅為 20%。海關和物流的稅率通常為商品價格的 15%。

4.3 俄羅斯運輸和清關問題

需找俄羅斯在地合作伙伴代辦。

附錄 1: 俄羅斯市場介紹 (From TDC)

1. Comments / Feedbacks from the local community about MIOF

In general, visitors have positive feedback about the fair. Buyers would like to see more brands that showcase products with unique design and style. Also, buyers are capable of bringing market intelligence to industry players through multi-faceted programs (seminars, lectures and product presentations). For instance, Mr Martin Conway, a world-renowned contact correction specialist, a scientific consultant of Contamac, FBCLA, FIACLE (Great Britain), gave a lecture on "Developing a new material for gas permeable contact lenses with a hyper DK-indicator" .

2. Opportunities of Optical industry in Russia

The Russian optical market in 2018 demonstrated a positive trend with the trade turnover about 50 billion rubles (approx. 6 billion HKD). The main driver of growth was contact vision correction category of goods that now accounts only about 20% of the market. Almost 70% of the market share is traditionally given to the rims and spectacle lenses.

Although the growth rate of the optical market is still modest, demand after the crisis began to recover, primarily in the middle price category. Experts predict further stabilization in the market.

Source: https://fingazeta.ru/business/potrebitelskiy_rynok/451283/

3. Data From HKTDC Moscow Office

由貿發局 莫斯科 辦事處 提供有關俄羅斯入口關稅資料:

(The Russian customs information from HKTDC Moscow office)

- All customs clearance procedures in the Russian Federation and all across the Eurasian Customs Union are carried out by the legal entities registered in Russia or any other Eurasian Economic Union member-state

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俄羅斯聯邦和整個歐亞關稅同盟的所有通關程序均由在俄羅斯或任何其他歐亞經濟聯盟成員國註冊的法人實體執行

- In other words, any concern on product imports concerns Russian importers and not HK or PRC suppliers

換句話說，對產品進口的任何承擔都涉及俄羅斯進口商而非香港或中國供應商

- There are complicated and costly procedures with the certification of pharmaceuticals, cosmetics and automobiles **but not with optical**

藥品，化妝品和汽車等的認證程序是複雜而昂貴，**但光學認證則不然**

- The import duty rate varies from 5 percent to 10 percent and consignment is subject to VAT

進口關稅稅率從 5%到 10%不等，而寄賣銷售(consignment)需繳納增值稅

- One of the Russia-China Business Association members is a company importing large volumes of sunglasses from Yiwu city, Zhejiang distributing them to numerous retail chains in Russia for many years They have never commented of any problems that they were facing with the certification and customs clearance for the respective product category

其中一間俄羅斯-中國商業協會的成員公司, 從浙江省義烏市進口大量太陽鏡分銷到俄羅斯的眾多零售連鎖店,他們多年來從未表示過有關產品類別的認證和清關方面遇到任何問題.

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附錄 2: 開發俄羅斯市場的 MIOF 合作建議書

Regarding the prices for performing the functions of a representative office in Russia.

The main approach consists of two stages:

The first stage: search for a distributor.

We conclude an agreement to perform the functions of a representative office, in accordance with which we perform the following functions:

- we make out temporary import of collections of samples into the territory of Russia.
- We are developing a promotion program.
- We are preparing promotional materials.
- We inform customers (wholesalers and retailers) about new brands and their collections.
- We show collections in the showroom and / or on business trips (wholesale buyers, a network of retail stores).
- We are preparing a distribution agreement.

Your regular payments: office / showroom maintenance, including employee work - **5,000 USD per month**. This price includes the presentation in the showroom of about 10 - 15 brands (depending on the number of collections, and samples in the collection in one brand). Presenting more brands will require an increase in the area of the showroom.

Your variable payments (if necessary and by prior agreement with you):

1. Conducting advertising and information campaigns.

Preparation (translation, design, layout) of advertising and information materials (price lists, press releases, booklets), preparation of content for media - approximately **500 USD per month**.

Printing materials is calculated separately, depending on the circulation and customer requirements for print quality.

2. Conducting regional business trips (for trademark-oriented brands in retail stores).

We recommend 4 business trips per month. Each business trip - **700-900 USD**.

3. Participation in the exhibition.

Participation in the IIOF is calculated depending on the area of the stand and the quality of development.

The experience of finding a distributor in our experience is from 4 to 6 months:

- 1 - 2 months, collecting information about your manufacturers and their collections, developing and printing information materials, preparing content, coordinating a business program, forming a showroom.
- 2 - 3 months newsletter, work in the showroom, business trips to wholesalers and retailers.

Organizer
主辦機構



HONG KONG OPTICAL MANUFACTURERS ASSOCIATION LTD.
香港中華眼鏡製造廠商會有限公司

Implementation organisation
執行機構



工業貿易署「工商機構支援基金」撥款資助
Funded by Trade and Industrial Organisation Support Fund,
Trade and Industry Department



工商機構支援基金
Trade and Industrial Organisation Support Fund

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- The formation of an agreement with distributors and the preparation of a contract take about 1 month

Second stage: Organization and control of the distributor, sales support.

Office:

1. Draws up the necessary certificates for sales in Russia.
2. Forms sales plans, takes orders from the distributor, monitors sales and settlements.
3. Develops and implements a brand promotion program in the market.

There are several options for financial cooperation in the second stage. It makes sense to discuss them closer to the beginning of the second stage.

Eddie, we believe that the business program should be done separately for manufacturers of frames and sunglasses, separately for lens manufacturers, separately for equipment manufacturers.

If you develop a business program for each individual brand, it will be more expensive and take more time.

Best regards,

Elena, Oleg

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Organizer
主辦機構



Implementation organisation
執行機構



工業貿易署「工商機構支援基金」撥款資助
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