

KEY EXHIBIT ITEMS



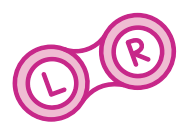
Eyewear Frames
Eyeglass frames, sunglasses,
and fashion eyewear



Optical Equipment
Optometric instruments, lens-processing
equipment, measuring instruments, and
other optical equipment



Accessories & Parts
Eyewear parts, cases, accessories,
and related products



Lenses & Optical Technology
Lenses, contact lenses, functional lenses,
and optical technology



Industry & Service
Distribution, Franchising, platforms,
consulting, and industry support services



Smart Eyewear
Smart glasses, AR / VR, and
wearable eyewear technology

OVERVIEW

Date	April 7 (Wed) – 9 (Fri), 2027
Host	Daegu Metropolitan City
Organizer	Korea Optical Industry Agency (KOIA)
Support	Ministry of Trade, Industry and Resources
Exhibits	Eyewear frames, sunglasses, lenses, contact lenses, optical equipment, cases & accessories, smart glasses, etc.
Exhibition Area	10,005 m ²
Venue	EXCO West Wing Halls 1 & 2 (10, Exco-ro, Buk-gu, Daegu)

KEY PROGRAMS

2027 DAEGU INTERNATIONAL OPTICAL SHOW
DIOPS



Mandatory Continuing
Education for Opticians



Optical Industry Forum



Business Matching
Program

Contact Information
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Please refer to the official website
(www.diops.co.kr) for further details.



2027 DAEGU INTERNATIONAL OPTICAL SHOW

DIOPS



4.7.WED - 4.9.FRI, 2027
exco WEST WING 1,2 HALL
DAEGU, SOUTH KOREA



Hosted by
Organized by
Supported by





DIOPS HISTORY 2001 - 2027

Since 2001, DIOPS has grown alongside Korea's optical industry, evolving from a manufacturing-focused eyewear trade show into a business exhibition encompassing brands, design, and technology.

2001 / 1st

Launch of Korea's first
Specialized Eyewear Exhibition

Leveraging Daegu's established eyewear manufacturing base and industrial infrastructure, DIOPS was launched as Korea's first specialized eyewear exhibition. It established a comprehensive business platform showcasing the entire optical value chain, from frames and lenses to optical equipment, components, and materials, all under one roof.

2006 / 5th

Transition to a Spring-Season
Exhibition

To better align with the industry's product launch and purchasing cycles, DIOPS moved its schedule to the spring season. The change strengthened alignment with market demand and solidified its position as a business event connecting domestic and international companies with buyers from around the world.

2016 / 15th

Transition to a Global Brand

Welcoming 1,409 overseas buyers from 65 countries, DIOPS significantly expanded its international reach. The exhibition evolved beyond showcasing Korea's manufacturing excellence to become a global platform highlighting the country's competitive brands and innovative eyewear design.

2024 / 22nd

Launch of the DIOPS Innovation
Awards

The DIOPS Innovation Awards were launched to recognize products demonstrating outstanding technological excellence and design innovation. Through the Technology Innovation and Design Innovation categories, the awards celebrate innovation in the industry and highlight its growth potential.

2026 / 24th

Expanding into the Future of
Optical Technology

DIOPS broadened its exhibition scope beyond traditional frames and lenses to include next-generation optical technologies such as AI-powered eyewear and smart glasses. By embracing the convergence of optics and cutting-edge technology, the exhibition now presents both the current landscape and the future direction of the global optical industry.

25th
DIOPS 2027
EXCO, Daegu, S.Korea

WHO YOU MEET AT DIOPS

Consistent Global Reach

Welcoming buyers from more than 30 countries each year, DIOPS connects Korean optical companies with the global market and provides a platform for continued business exchange and networking.

Domestic Visitors	Optical shop owners, opticians, and distributors
Global Buyers	Importers, distributors, and brand buyers
Business Opportunities	Product promotion, export consultations, distribution negotiations, and the development of new business partnerships
Investors & Media	Investment firms, venture capital firms, domestic and international industry media representatives

2026 REVIEW

135 participating companies	Export Consultations USD 58,989,000
366 booths	Export Contracts USD 22,931,000
32 countries represented	Domestic Consultations KRW 13,180 million
10,277 visitors	Domestic Contracts KRW 5,287 million

CALL FOR EXHIBITORS

Application Process

01	02	03	04
Online Application	Invoice & Payment	Exhibition Preparation	Exhibition Participation
Visit the website (diops.co.kr) to fill out and submit the application form	Receive invoice (within 1 week after application) Pay booth fee (within 2 weeks after invoice receipt)	Apply for additional facilities and submit required documents	Attend the exhibition from April 7 (Wed) - April 9 (Fri), 2027

Booth Types

※ Booth designs are subject to change.

Raw Space	Premium Booth	Standard Booth
		
Size : 12m ² (3×4) Floor space only Electricity and additional utilities must be applied for separately. Construction may begin only after booth drawings have been submitted to the EXCO VMS and approved by the Secretariat. ※ Booth construction must be carried out exclusively by EXCO-designated contractors	Size : 12m ² (3×4) Materials : Wooden Gallery, Silver Octa System Flooring : Dark Gray Exhibition Carpet (Pytex, New) Signage : LED Signboard Lighting & Electrical : 4 Spotlights, Double Power Outlet (1 unit), and 1 kW power supply Furniture & Fixtures : Wooden-Top Information Desk (1 unit), Consultation Table Set (1 unit, with 4 chairs)	Size : 12m ² (3×4) Materials : Wooden Gallery, Silver Octa System Flooring : Dark Gray Exhibition Carpet (Pytex, New) Signage : LED Signboard Lighting & Electrical : 4 Spotlights, Double Power Outlet (1 unit), and 1 kW power supply Furniture & Fixtures : Wooden-Top Information Desk (1 unit), Consultation Table Set (1 unit, with 4 chairs)

Booth Fees

Booth Type	Raw Space	Premium Booth	Standard Booth
Fee	US \$3,800 (minimum 2 booths)	US \$4,500 (Installation fee: \$700)	US \$4,300 (Installation fee: \$500)
Booth Assignment	Assigned at the organizer's discretion, based on concept and size		Assigned via lottery

Discount Policy

Consecutive Participation	On-Site Application	Early Payment	Bulk Application for 8+ Booths (Group or Individual)
20% discount (for returning exhibitors)	10% discount (must apply during the exhibition period)	10% discount (when application and booth fees are paid by December 31, 2026)	10% discount

※ Discounts apply to the floor space fee only. All other charges are not eligible for discounts.