



“MADE IN ITALY” WITH STARS AND STRIPES ANFAO GROUP IN LAS VEGAS

A large group of companies visits Vision Expo West in the US to promote Italian excellence

Las Vegas – The Italian Association of Optical Goods Manufacturers (ANFAO) continues to invest in worldwide promotion and confirms its presence at international trade fairs. Its schedule includes **the participation of a group of 17 companies in Vision Expo West in Las Vegas October 1 through 3, 2009**

Taking part in one of the optics sector’s most important fairs in the United States is one of the specific stages in ANFAO’s **internationalization plan** for supporting Italy’s eyewear industry. The ANFAO directive describes it as an extraordinary international promotion program that has become crucial for responding proactively to a global economic crisis that has also affected the eyewear industry.

Internationalization has always been of fundamental importance to Italian eyewear companies and over the years it has brought them success and the attention of buyers from all over the world. *«It is important for our companies to be open to potential and more promising markets, but it is also essential to increase our presence in traditional markets like the United States»*, underscored Paolo Cannicci, Vice President of ANFAO and President of the Internationalization Commission. *«With a 21% share of exports, the US is our primary reference market»*. Because of the international crisis, this year overall exports for the sun-prescription segment in the USA has registered a constant downturn of 20.5% compared to 2007 (-10.9% for prescription eyewear and -24.7% for sunglasses). *«Despite these fairly disappointing figures, the United States is still an indispensable benchmark for our exports and this is confirmed by the 20 or so Italian companies that have joined our group»*, Cannicci continued. *«This is why it is essential to be at Vision Expo West, the most important event in the west of the North American continent, to promote the excellence of Italian eyewear products»*.

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