

ANFAO IN ISTANBUL: SPOTLIGHT ON ITALIAN EYEWEAR

A GROUP PRESENCE TO MAXIMIZE MADE IN ITALY IN EXPANDING MARKETS

Istanbul, 20 November 2025 – **ANFAO – Italian Optical Goods Manufacturers’ Association** confirms its commitment to supporting the internationalization of Italian eyewear companies by organizing, in collaboration with the **Italian Trade Agency (ITA)**, a group presence at **Silmo Istanbul 2025**. The event, continuing through **November 22, 2025** at the **Istanbul Expo Center**, is a strategic milestone in efforts to increase international engagement with the sector.

This is the **first time** that ANFAO and ITA have organized a group presence of Italian companies at the Istanbul show. The aim is to develop a **structured market-access strategy** for industry SMEs through analysis of local commercial dynamics and the involvement of key distribution stakeholders.

The Turkish trade show is a platform for the **MENA (Middle East and North Africa)** and **EMEA (Europe, Middle East and Africa)** regions. A historic bridge between Europe and Asia, Istanbul is a meeting point of cultures and commerce, thus confirming its role as a business hub for the eyewear industry, linking markets, new commercial opportunities, design and style.

Turkey is an emerging market, in close geographic proximity to Italy, and included among the **target countries of the MAECI Export Action Plan**. In 2024, it ranked **sixth among destinations for Italian eyewear exports**, with a value exceeding **€200 million (about 4% of the sector’s total export value)**.

The **total market value of [Italian] eyewear in Turkey** in 2024 is estimated at **€657 million** — **frames** being the most dynamic category, with sales of around **€330 million**; followed by **ophthalmic lenses**, at around **€324 million**; while **ready-made glasses** represent a marginal share of about **€1 million**. Projected average annual growth for the period **2025–2030 (CAGR)** is **+3.5% in constant value** (source: *Euromonitor International, 2025*).

Double-digit growth of **Italian eyewear exports to Turkey** in the first half of 2025 supports the strategic push to **diversify** Italian exports toward non-traditional markets.

To facilitate penetration of the Turkish market and promote the unique style and attention to detail of Italian design, **today, November 20th, from 4 pm**, an exclusive **“The Italian Touch”** reception will take place, bringing together the country’s main importers and distributors and the Italian exhibiting companies.

The fourteen participating companies are: **450, Aru, Devimar 1976, Fao Flex, Italiana Design, Kask, L.G.R, La Giardiniera, Luxol, Mad in Italy, Martini Occhiali, MDM Occhiali, Nannini Italian Quality** and **Vanni**.

As was the case at IEE — Italian Eyewear Exhibition — Paris 2025, ANFAO actively supports the participation of Italian businesses by contributing to the reduction of costs incurred by member exhibitors and promoting a strong, representative collective presence.

“With this initiative,” stated **ANFAO Vice President Davide Degl’Incerti Tocci**, responsible for internationalization, *“ANFAO reaffirms its role as a **driving force in the Italian eyewear supply chain**, committed to promoting **Made in Italy** worldwide and strengthening synergies between international markets, businesses and institutions.”*

ANFAO Press Office

Carolina Mailander Comunicazione

Paola Masera +39 335 6643677 paola.masera@cmailander.it

Stella Casazza +39 349 3579552 stella.casazza@cmailander.it

Martina Bruno +39 3286222616 martina.bruno@cmailander.it