



2015.06.18

## ESSILOR BUILDS SKILLS TO DEVELOP LOCAL VISION CARE IN CHINA

In China, 340 million people unnecessarily suffer from poor vision. Remote villages have no local eye care services, and it can be too difficult and expensive to travel tens or hundreds of kilometres to the nearest town.

Essilor is partnering with local hospitals to train vision ambassadors to bring vision care to the doorstep of 100,000 people living in the provinces of Yunnan, Inner Mongolia and Guangdong. Zhang Chunyan, a newly-trained vision ambassador in a village 40km outside Kunming, shares her experiences.

The Vision Ambassador program in China is an example of Essilor's 2.5 New Vision Generation (NVG) inclusive business division. 2.5 NVG programs focus on customers at the base of the pyramid in order to create the vision care enablers of tomorrow and a world of new wearers who enjoy better vision. Essilor inclusive business programs have expanded from 8 to 24 countries since 2013 and there are a number of vision ambassador programs developing knowledge and skills and local eye care jobs in countries such as India, China and Indonesia.