



February 3<sup>rd</sup> to 5<sup>th</sup> the international eyewear tradeshow returns to Fieramilano Rho

**THE 52<sup>ND</sup> EDITION OF MIDO IS READY TO GO:  
MAKE WAY FOR BUSINESS AND EYEWEAR CULTURE**

*Exhibitor numbers up 25% over last year*

Milano, 31 January 2024 – Opening day of the 52<sup>nd</sup> edition of MIDO, the leading international eyewear show, is just around the corner. **From Saturday February 3<sup>rd</sup> to Monday February 5<sup>th</sup>, the 7 pavilions of Fieramilano Rho will host more than 1,200 exhibitors (+25% compared to last year) from 50 countries, and visitors from more than 130 nations.** Given the increase in pre-registrations, the organizers' expectations are running high with regard to attendance by visitors, trade professionals, buyers, distributors, journalists, opticians and ophthalmologists.

*“Anticipation surrounding this new edition is off the charts because the entire system needs an energy infusion to face the new year with optimism,”* stated **MIDO President Giovanni Vitaloni**. *“Above all, MIDO’s mission is to bring together supply and demand in a conducive atmosphere to do business. Our exhibitors and the thousands of trade professionals who visit MIDO each year know that here they can close major deals, and we aim to facilitate that process by giving them all the logistic and organizational support possible.”*

**ANFAO President Lorraine Berton** shared Italian eyewear industry trends and the outlook for the coming year, explaining: *“The year 2023 closed on a positive note, with growth in exports and production; the number of companies has remained stable and employment is experiencing moderate growth. With the new year, we are once again faced with uncertainty, especially internationally, to the detriment of exports, essential to our industry more than to others, because they are the driver of Italian manufacturing and the litmus test of our global competitiveness.”*

MIDO is also **meetings, continuing education and interaction**. One of the objectives of the tradeshow is to **stimulate culture**, promoting the sharing of ideas, projects, strategies and perspectives on international eyewear, not only during the three days of the show but throughout the year. Taking place February 3<sup>rd</sup> to 5<sup>th</sup>, in the **OTTICLUB** area in Pavilion 1, is a series of events, workshops and seminars, designed and developed to address, from various points of view, the most diverse issues facing the industry. They will feature well-known personalities like **Diego Dalla Palma, Ernst Knam, Mara Servetto and Ico Migliore**, who will be interviewed by sociologist **Francesco Morace** during the **MIDO MIDday Talks**, each day at noon (the project will continue for all of 2024).

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Otticlub will also also dedicate attention to the more practical aspects of the various eyewear professions through meetings that analyze the **market** from different perspectives, offering ideas and concrete solutions for those who work with end consumers every day. Among the topics are trends, including on-trend colors for the coming season, guidelines for promoting the purchase of optical eyewear and sunwear, and the importance of “made in” to the eyewear market (**Market Insight**, Saturday at 2 pm and Sunday at 11 am). Plus, the **HOW TO?** series of meetings that address the everyday activities of optical shops, and seminars on **medical-scientific** topics with round tables featuring experts in the areas of myopia and presbyopia. In addition, current issues like social media, artificial intelligence, sustainability and inclusion will also be addressed. With regard to the latter, the "**Inclusive language – words matter**" **Empowering Optical Women Leadership program** will be discussed at the Saturday meeting at 11. Presented at that time will be the results achieved at one year since the inception of the program that supports women in leadership positions in the eyewear industry, sponsored by ANFAO and Fondazione Bellisario. The complete calendar of events is available on the website <https://www.mido.com/en/otticlub-2024>.

Alongside the in-person show, MIDO is also digital, with many tools created for visitors and exhibitors. The **website**, updated for accessibility, with new reserved areas and exclusive content differentiated by user type; the **App**, with an updated Profile section that makes it possible for exhibitors to save the visitors’ accesses to their stands and for visitors to save the most useful information from their tours; the **platform**, available to companies to strengthen their own presence during and after the show.

MIDO is held at Fieramilano Rho, (Strada Statale del Sempione 28) from Saturday 3<sup>rd</sup> to Monday 5<sup>th</sup> February with the following hours: Saturday and Sunday 9 am to 7 pm and Monday 9 am to 6 pm.

**Instagram @mido\_exhibition, Facebook @MIDOExhibition, X @MIDOExhibition. #MIDO2024 #LivetheWonder**

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