



Doors open, February 3rd to 5th, on the most eagerly awaited eyewear trade show of the year

THE COUNTDOWN TO MIDO 2024 HAS BEGUN

Many innovations for the 52nd edition: 7 pavilions, circa 1200 exhibitors from more than 45 countries and a packed calendar of events

Milano, 18 January 2024 – With just two weeks left before **MIDO** opens, the leading international eyewear show has reached its 52nd edition. Opticians, buyers, journalists and trade professionals from around the world will meet at **Fieramilano Rho from February 3rd to 5th** for an advance preview of the latest in eyewear trends, business and innovations.

A highly anticipated edition, unique to the international eyewear industry, to date, MIDO is already exceeding expectations: it will host circa **1,200 exhibitors** from around the world and the show will occupy **7 pavilions** at Fieramilano Rho, one more than last year.

Italy, Germany, France, UK, Spain, USA, Japan, Hong Kong and South Korea are just some of the nearly **45 countries** represented by exhibitors displaying in the **8 show areas**: **Fashion District**, hallowed halls of the big-name players; **MIDO Tech**, the largest international exhibit area focused on machines, raw materials and components; **Lenses**, featuring ophthalmic lenses; **Design**, realm of visionaries, and **Design Tech**, at the crossroads of design and technological innovation; **Academy**, incubator of creativity and invention; **Start-up**, reserved for smaller emerging businesses, and **FAiR East**, hosting Asian exhibitors who, after two years, are finally back to represent the entrepreneurial world of the Far East.

“We have a huge responsibility, which we enthusiastically embrace every year, that of being a barometer of global eyewear performance,” remarked MIDO President **Giovanni Vitaloni**. *Each year, we attract to Milano high-caliber buyers, distributors and trade professionals from around the world, thanks in part to the valuable partnership with ITA (Italian Trade Agency). Visitors from more than 130 countries will throng the Fieramilano Rho pavilions during the three days of the show, conducting business, building relationships and discussing the future of the industry, all elements that make a meaningful and, we hope, positive contribution to the performance of the optical and eyewear sectors throughout the year.”*

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MIDO is also **continuing education, meetings and interactions** that form a full calendar of workshops, seminars and meetings on a diverse array of topics, from the optical profession to creativity and trends, marketing to digitization, to sustainability and innovation.

Brand new this year are the **MIDO MIDday Talks**: every day at 12 noon, Future Concept Lab sociologist **Francesco Morace** will discuss beauty, design and passion with internationally renowned guests such as beauty expert and writer **Diego Dalla Palma**, architects **Mara Servetto** and **Ico Migliore**, chef and maître chocolatier **Ernst Knam**. The **MIDday Talks** will not end with the closing of the event but will continue **throughout 2024**.

Another new feature is the **Market Insight** section: in addition to **trends** with journalist **Alessandra Albarello** and Pantone's VP Global Sales & Marketing **Francesco Tomasello** on Saturday **3 February at 2 p.m.**, there will also be a presentation of the research "**Purchase Drivers for Sunglasses and Prescription Glasses and the Role of Made in: Italy, France, Spain, Germany, UK, USA and China**" by Yoodata. The appointment is on Sunday **4 February at 11 a.m.**

Also not to be forgotten is the cycle of **HOW TO?** meetings, designed for the more practical and daily activities of opticians' centres, which will be back again this year with new topics: communication and digital marketing will be discussed with **Silvia Butta Calice**, Founder&CEO of Orbita Milano, fashion and trends with fashion journalist and essayist **Antonio Mancinelli**, and storytelling with writer **Paolo Ferrarini**.

Other appointments on the calendar include the presentation on Saturday **3 February at 10.30 a.m.** of the first results of the programme in support of female leadership in the eyewear industry **Empowering Optical Women Leadership**, brought forward with ANFAO and the Bellisario Foundation, while on **Sunday 4 at 2 p.m.** it will be the turn of the launch of the product certification programme **CSE - Certified Sustainable Eyewear**, set up by ANFAO in collaboration with Certottica and aimed at encouraging the entire sector towards a sustainable transition.

All events will take place in the **OTTICLUB area**, as of this year located in **Pavilion 1**. The complete schedule of events will soon be available on the official website: <https://www.mido.com/en/>.

MIDO exhibitors and visitors are also actively engaged in the awards process. Winners will be announced on **Sunday, February 4 at 3 pm** in the **OTTICLUB** area for the following: **BeStore Design and Innovation**, six awards for the same number of categories in the **Certified Sustainable Eyewear (CSE) Award** for sustainability in the production of eyewear, frames and cases, and the **Stand Up For Green** award for the stand with the least environmental impact.

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Alongside the fair in person, MIDO is also online with the **Digital Edition** (already available to exhibitors, it will be open to visitors from 25 January), as well as being on all the main social platforms. The site also features reserved areas dedicated to visitors, exhibitors, press and digital communicators.

MIDO is held at Fieramilano Rho (Strada Statale del Sempione 28) from Saturday 3rd to Monday 5th 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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