



FEBRUARY - 2027  
Fiera Milano, Rho

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WELCOME TO  
**EYEWEARLAND**

# MIDO: **THE SPECTACLE OF EYEWEAR!**

The leading  
international eyewear tradeshow.





## Be inspired by the mix of **innovation and creativity.**

It's magical atmosphere  
that will light up your senses  
and energize your ideas.

Come to **MIDO** to gain a  
deeper understanding  
of the eyewear industry:  
**spectacles, lenses, frames,  
machinery, raw materials,**  
the latest advances in **design**  
and **technology** and  
**training/information** opportunities.

ABOUT  
US

01





**MIDO** is the **world's largest** event in size and **representation of all the "eyes"** in the eyewear universe.

It includes the **top global players**, as well as **small and medium sized businesses** and **young start-ups**, **leaders in lenses** and **machinery** as well as **independent Asian companies** that participate in group stands.



## Preview peek, the **latest collections** and the most **recent trends.**



MIDO's **strength** lies in its robust identity as a **B2B** event where deals are closed and as a point of confluence where industry professionals can take stock of the latest market trends, share experiences and imagine the future.

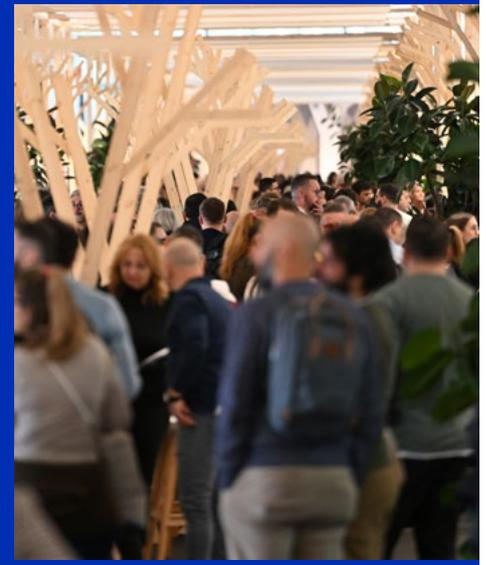
Every year, **not only businesses and buyers**, but also journalists and trend-setters from around the world meet at MIDO to get a **preview peek** at the latest collections and **the most recent trends.**

# MIDO, Leadership numbers.

In the edition of 2026 exhibitors **were 1,200** distributed in **7 pavilions**, **8 exhibition areas** and **representative of 50+ countries**. Attendance reached about **42,000** from **160+ countries**.

MIDO is also an important communication channel: **590+ articles of the press**, **400+ accredited journalists**, **3,5 million impressions on the social media**

and more than **400,000 user interactions** (during the fair). It is a heritage of leadership built over time which is confirmed every year.





# EXHIBIT AREAS

# 04



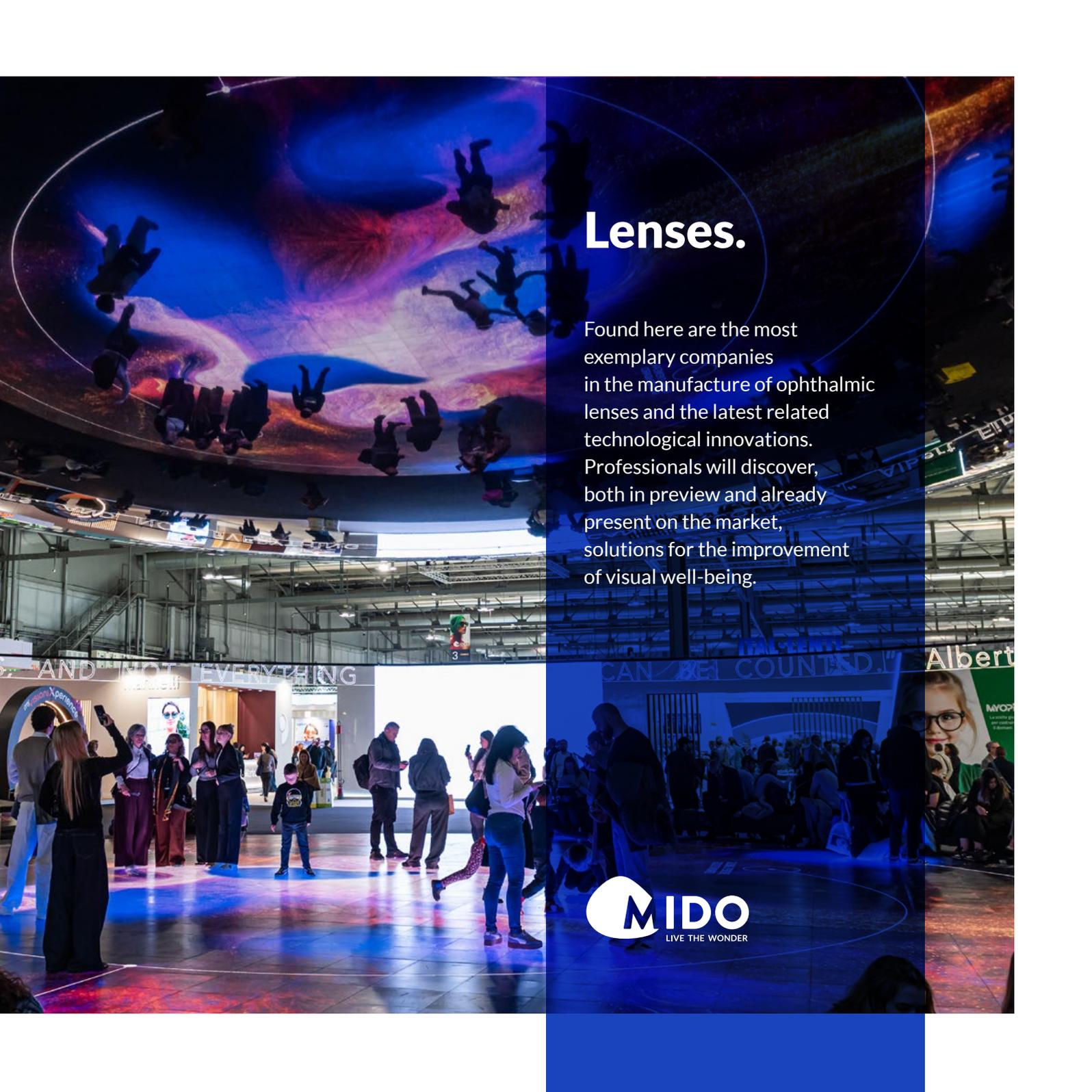
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# EVENTS OF DESIGN VISION OF SIGHT

## Fashion District.

In and around this large, lively square, the Fashion District hosts the biggest global players and the SMEs that are inspired by **Fashion&Luxury**. Here you will also find the area dedicated to MIDO events, **The Vision Stage**, focused on industry insights, trends, culture, education and information.





# Lenses.

Found here are the most exemplary companies in the manufacture of ophthalmic lenses and the latest related technological innovations. Professionals will discover, both in preview and already present on the market, solutions for the improvement of visual well-being.

**MIDO**  
LIVE THE WONDER



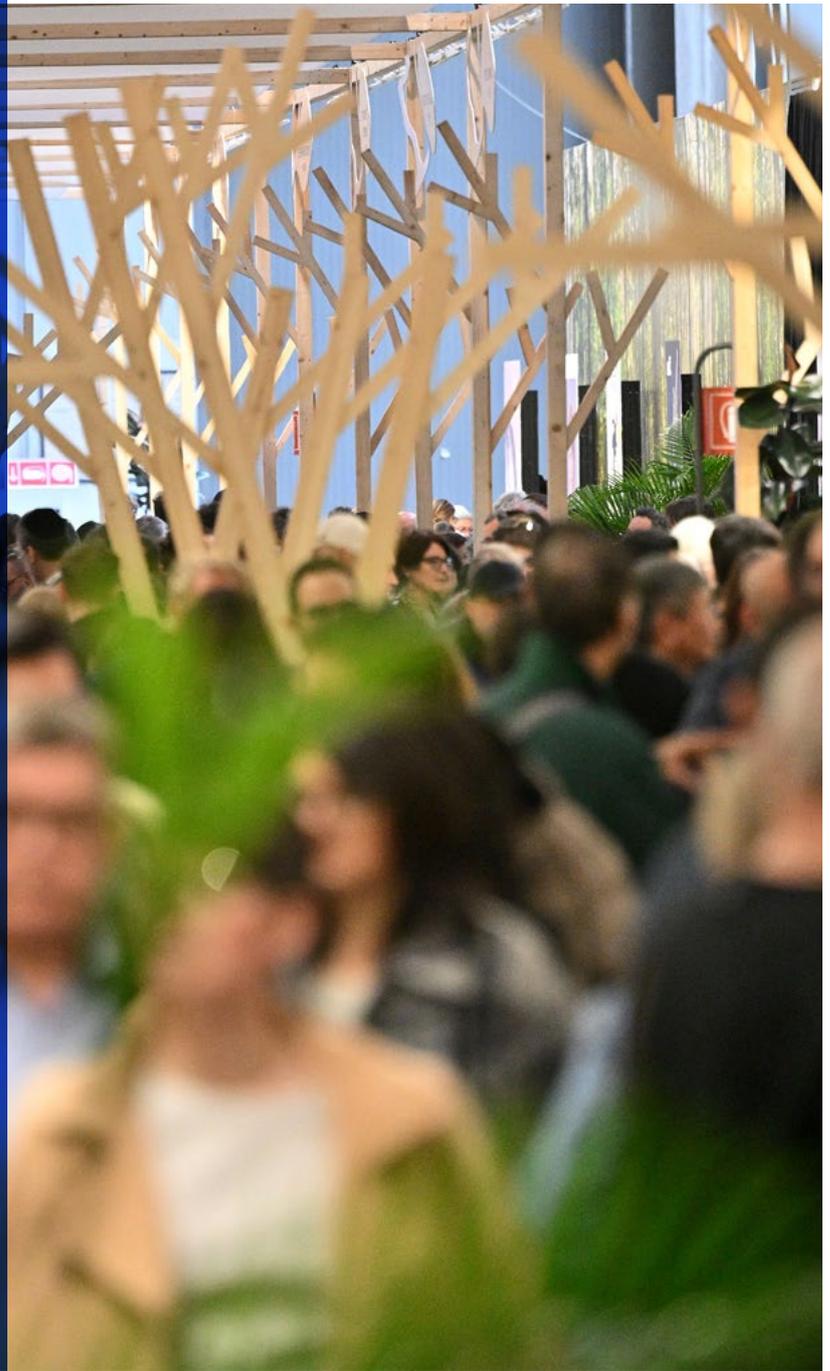
# Design.

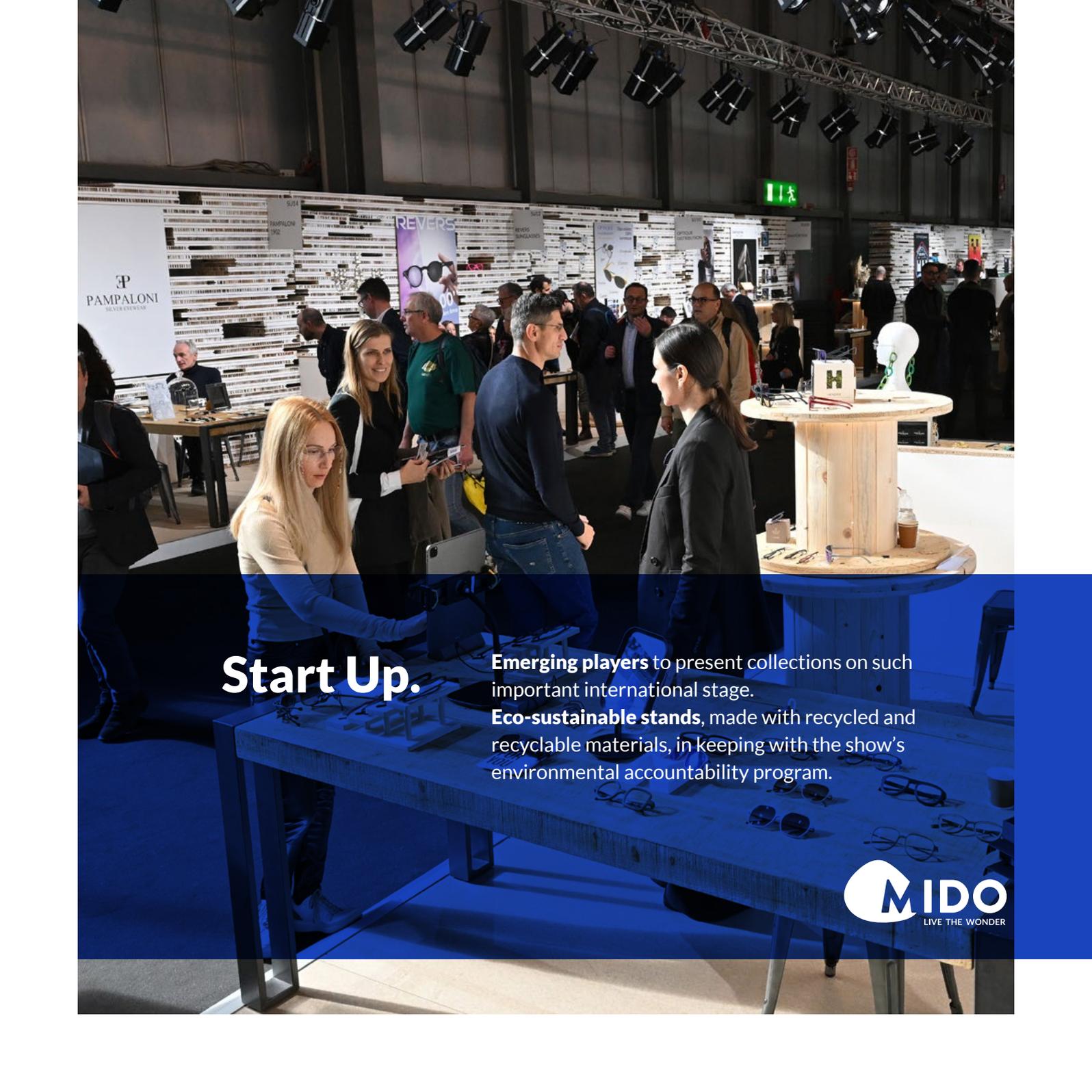
**Indisputable domain of the most visionary creatives.**

Creativity is at home here and finds inspiration in playing with shapes and materials, narrating not only the present of eyewear but also its future and the multiple expressions of its essence.

# Academy.

This is where  
**the most innovative**  
international  
eyewear **companies**  
converge, a space where  
**trends and the future**  
of the world of eyewear  
are displayed.





**Start Up.**

**Emerging players** to present collections on such important international stage.

**Eco-sustainable stands**, made with recycled and recyclable materials, in keeping with the show's environmental accountability program.





# Design Tech.

Colors, materials, components are the heart of **Design Tech** and the place where you can experiment thanks to revolutionary exhibitors.





**Tech.**

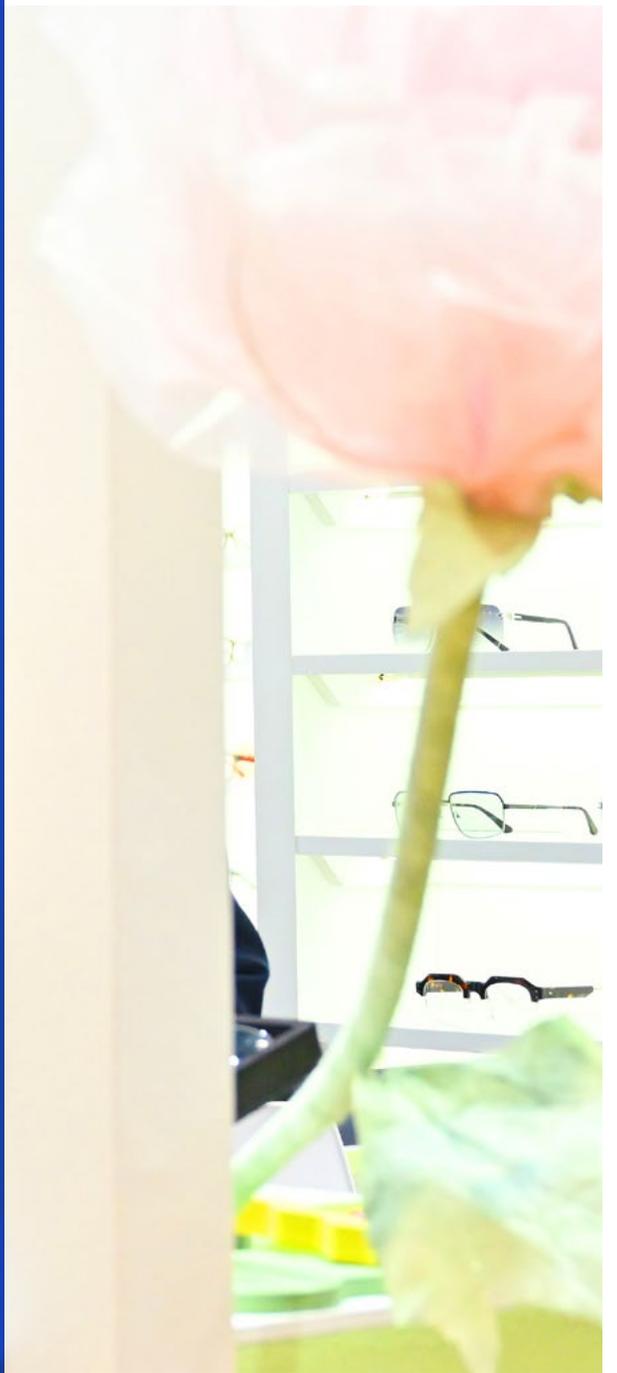
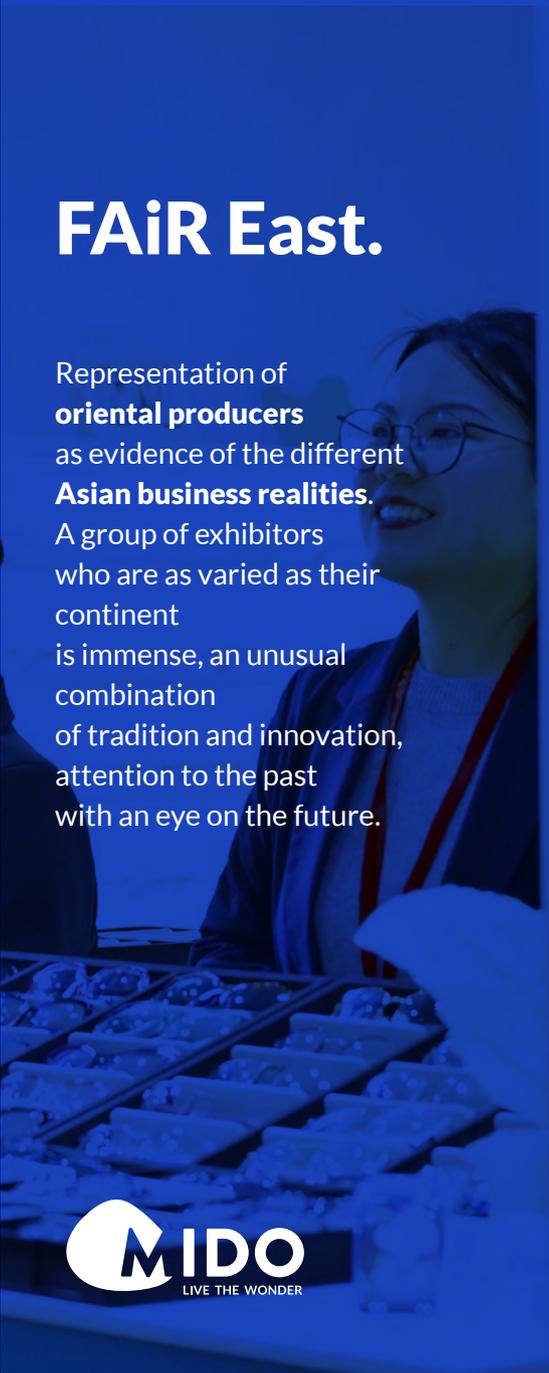
For the companies that produce  
the **tools** and **machinery**  
used in the optical industry.



# FAiR East.

Representation of  
**oriental producers**  
as evidence of the different  
**Asian business realities.**

A group of exhibitors  
who are as varied as their  
continent  
is immense, an unusual  
combination  
of tradition and innovation,  
attention to the past  
with an eye on the future.



# How to get to MIDO



## BY CAR

Over 10,000 parking spaces available. The most convenient are P2, P3, and P4:

- Parking up to a maximum of 4 hours: €12.50
- Parking over 4 hours up to a maximum of 24 hours: €18



## BY TRAIN

Stop at Rho Fieramilano station on the Milan suburban railway, on some regional lines ([www.trenord.it](http://www.trenord.it)), as well as Trenitalia ([www.trenitalia.it](http://www.trenitalia.it)) and Italo ([www.italotreno.it](http://www.italotreno.it)) lines.

For more information: [www.fieramilano.it](http://www.fieramilano.it)



## BY METRO

Stop at Rho Fieramilano on line M1 (red line).



## BY AIR

### *From Malpensa*

Take the Malpensa Express train to Cadorna Station, then metro line M1 (red) to Rho Fieramilano. Alternatively, shuttle buses to the exhibition center:  
[www.autostradale.it](http://www.autostradale.it) – [www.malpensashuttle.it](http://www.malpensashuttle.it)

### *From Linate*

Take metro M4 (blue) to San Babila, then change to metro line M1 (red) to Rho Fieramilano.

Alternatively, shuttle buses to the exhibition center: [www.malpensashuttle.it](http://www.malpensashuttle.it)

### *From Orio al Serio*

Take a bus to Milano Centrale Station, then metro line M2 (green) to Cadorna, and change to metro line M1 (red) to Rho Fieramilano.

[www.orioshuttle.it](http://www.orioshuttle.it) – [www.autostradale.it](http://www.autostradale.it)



## FREE SHUTTLE BUSES

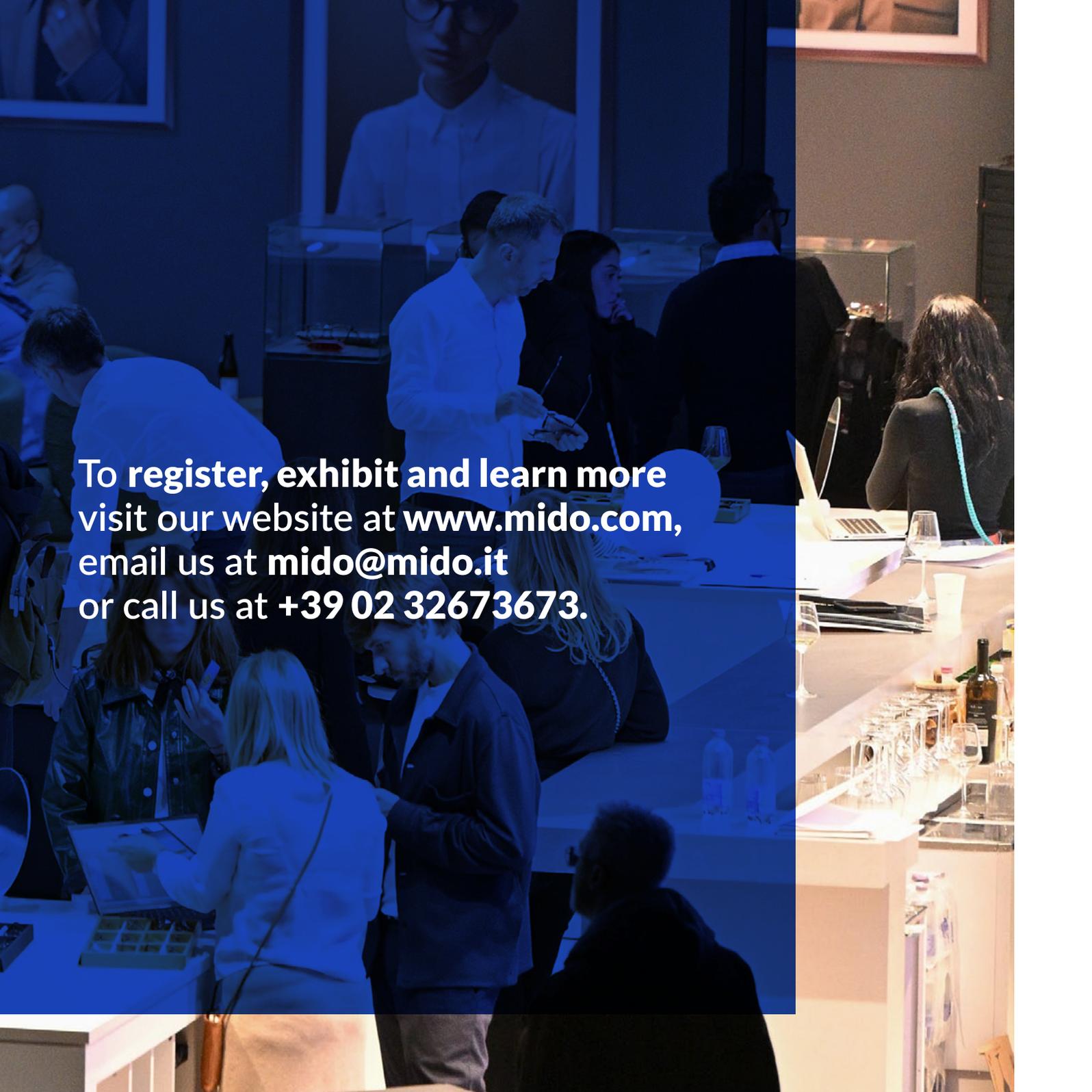
From Malpensa Airport – Terminal 1/Terminal 2

From Fieramilano to Milan City Centre



# BE PART OF MIDO 2027





To register, exhibit and learn more  
visit our website at [www.mido.com](http://www.mido.com),  
email us at [mido@mido.it](mailto:mido@mido.it)  
or call us at +39 02 32673673.

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# MILANO EYEWEAR SHOW



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