



**GLOBAL EYEWEAR,
GOLD STANDARD.**

JANUARY 31 - FEBRUARY 1-2 - 2026

Fiera Milano, Rho

MIDO: **THE SPECTACLE OF EYEWEAR!**

The leading
international eyewear tradeshow.





Become an **exhibitor** at **MIDO.**

To showcase your products
at the **only event** where you
can meet buyers from
168 countries around the world
and drive up your market share.
At MIDO you will also be able to network
with other industry players and take advantage
of the opportunity to familiarize yourself
with the latest innovations in
**lenses, frames, machinery,
raw materials and technology.**



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.**



50+ YEARS OF HISTORY



02



MIDO was established in Milano in 1970

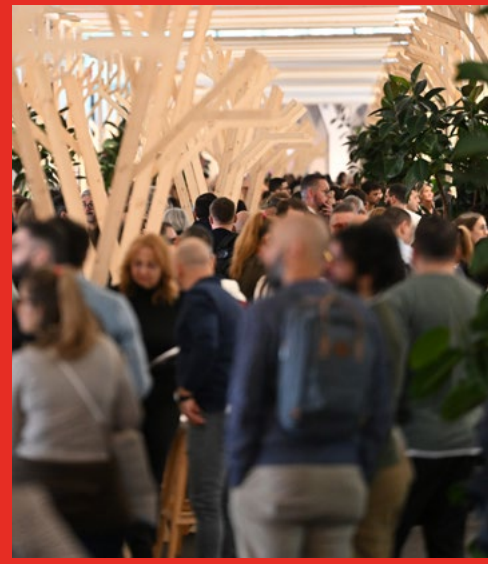
Since then, there have been a lot of changes in the world of eyewear. MIDO has written its transformative history over the course of these 50 years. At the first edition, there were **95 exhibitors, 67 italian and 28 international**, whose stands occupied **3,000 sqm** of exhibit space.

MIDO, Leadership numbers.

In the edition of 2025 exhibitors **were over 1,200** distributed in **7 pavilions**, **8 exhibition areas** and **representative of 50 countries**. Attendance reached **42,000 (+9%)** from **168 countries**.

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

300,000 user interactions (during the fair). It is a heritage of leadership built over time which is confirmed every year.





COMMITMENT TO **SUSTAINABILITY**



03

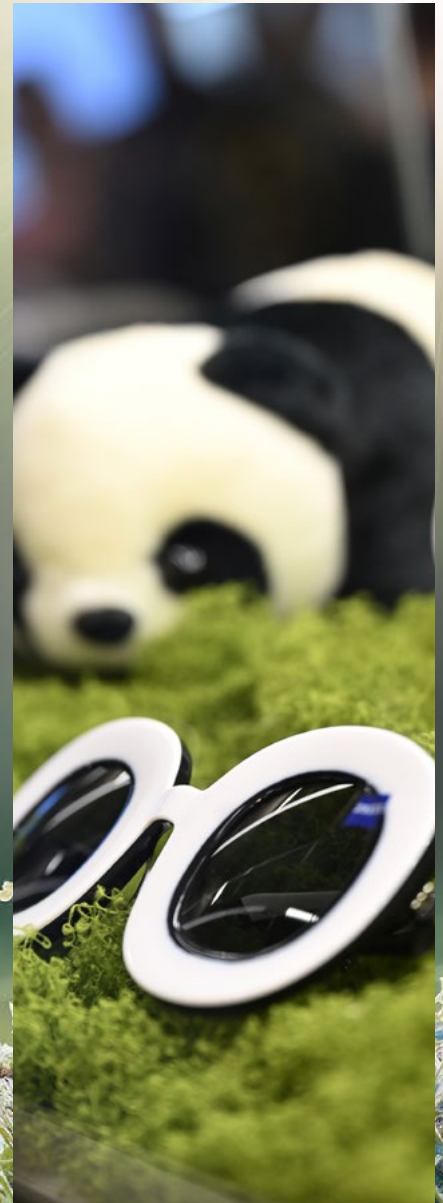
MIDO achieved the ISO 20121 certification

which defines the requirements for **organizing sustainable events**.

The objective is to reduce the social and environmental impact of events of this magnitude, building greater understanding among exhibitors, suppliers and visitors and raising awareness to transform everyone into **ambassadors of sustainability**.

MIDO's commitment to the environment **doesn't end here.**

The MIDO **Code of Ethics** and **Code of Conduct** was approved and **Plastic Free policies** and those related to waste implemented.



The **Stand Up for Green** award honors **the most sustainable stand.**



The jury bases its decision on the stand's general approach to sustainability, level of innovation, originality and ability to effectively communicate to the public a positive message about **the importance of green choices for the future of humanity and the planet.**



CSE Award

Certified Sustainable Eyewear recognizes **the most sustainable sunglasses, frames and cases.**



CERTIFIED SUSTAINABLE EYEWEAR

Recycled materials, reduced consumption, elimination of waste, renewable sources, maximization of the supply chain, degree of recyclability or any certifications achieved are some of the criteria the expert judges use to determine the winners in 6 categories between MIDO exhibitors.





EXHIBIT AREAS

04



T16



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**.





Lenses.

Found here are the most exemplary companies in the manufacture of ophthalmic lenses and related technologies. Also located in this pavilion is the **Otticclub**, where the focus is on training and information about the industry. It hosts **seminars, presentations, events and conferences** dedicated to the world of eyewear.





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.



A close-up photograph of a person's hands using a red handheld device to inspect a mechanical part. The person is wearing a blue long-sleeved shirt. The machine is a complex metal structure with various components, including a red handle and a black motor. The background is blurred, showing other parts of the machine and the person's hands.

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.





BE PART OF MIDO 2026

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For detailed information,
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www.mido.com





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