



MIDO 2020: NEW DATES ANNOUNCED FOR THE 50th EDITION JULY 5 TO THE 7, RHO FIERA MILANO

Milan, February 26th, 2020 - After the February 22 announcement of MIDO's postponement made its way around the world, the international eyewear exhibition, leader in its sector, is immediately getting back on track. Today the organizers announced the new dates to celebrate the fair's 50th anniversary, which will now take place from Sunday, July 5 through Tuesday, July 7 2020, dates compatible with any coming provisions made by the competent authority for the health crisis and for the evolution of the national and international situation.

*"After the decision to postpone MIDO, the wisdom of which we are ever more convinced of after seeing how the emergency has escalated in the past few days and the relative precautions adopted by the Italian government - comments the President **Giovanni Vitaloni** - we have worked nonstop in the last 72 hours to be able to define the new dates, carefully chosen to meet the needs of the sector. Thanks to the tireless work of the whole staff and to the collaboration with Fiera Milano, we are already able to announce the new dates. In addition to the support of the most important companies, in these hours we have met with our exhibitors, buyers, and stakeholders, because MIDO is the reference point for the sector, and, above all in this delicate moment, it is the reflection of Italian and international eyewear, a unique resource recognized worldwide as an important economic segment for our country.*

The new date will allow the brands to present the new collections in preview, as it always happens in February at MIDO, and to meet with buyers that arrive from all around the globe, in order to understand the coming season's trends."

The 2020 edition is special for MIDO, having opened its doors in 1970, and, to celebrate this important birthday, it has put in place an organizational team that has involved personalities and guests across various disciplines, from music to art and passing by journalism right up to the university, and which has been suspended but not stopped.

In the last few days the access to the digital platform MIDO4U has been activated for all the exhibitors: connecting to the website www.mido4u.com, the companies can upload their collections, giving the registered buyers for MIDO 2020 the chance to see the products and make direct contact with the exhibitors. Starting from Tuesday March 3 and until Friday July 3 the platform will be open to the visitors as well.

The program of appointments for the 2020 edition of MIDO is still being defined. All the updates will be available online on the website www.mido.com and on its official social media channels: Instagram (@mido_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition), and LinkedIn, as well as through the official APP.

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