



## MIDO 2021 - 2022

*The event, scheduled from 5 to 7 June 2021, goes digital  
In-person edition moved forward to February 2022*

Milan, 22 March 2021 – Today the President of MIDO, **Giovanni Vitaloni**, met online all the stakeholders of the trade show – exhibitors, buyers, visitors, opticians and journalists – to announce that, at the moment, the situation does not allow MIDO 2021 to go ahead as planned and that **from 5 to 7 June the go-to event for the world eyewear industry will move online. The in-person edition of the show is postponed to 2022, from 12 to 14 February.**

*“It’s now more than a year since the beginning of the pandemic in Italy and regrettably, the public health situation, not only in our country, is still critical – began Vitaloni. The infection rate is still high, and the variants and the problems related to vaccine production and distribution have caused additional difficulties. International travel is currently limited; last October we were optimistic about the coming months but the reality is proving to be very different. Trade shows, at present, are still banned”.*

*“We have therefore decided – continued the President – not to wait any longer and to make another tough decision, dictated by our sense of responsibility towards exhibitors and visitors, because we believe that MIDO must continue to be an event that stands out on the world stage as unique, aware of its role as the driving force of the economy in this sector. Our main objective is to safeguard the international character of the event and the show itself, to promote and enhance the eyewear industry and to create important business and meeting opportunities”.*

The President’s message reaches the operators loud and clear in such an important sector for the world economy, at a time when there is no alternative but to wait. MIDO is the leading international event in the eyewear sector. The elements underlying its success over the last 50 years are meeting, interaction, networking, sharing and interplaying. But its great asset has always been the presence and participation of its key players, from 160 countries worldwide.

Talking about the **next in-person edition in February**, Vitaloni stated: *“MIDO 2022 will at last be an occasion for sharing the reconstruction, enthusiasm and energy which we are all striving to set in motion in order to revive one of the most important segments of our country’s economy. We pay close attention to the evolution of the pandemic, constantly monitoring the needs of exhibitors and visitors. Obviously, once it is possible to hold in-person events again, we will not hesitate to do so”.*

Lastly, Vitaloni recalled the event scheduled for **5 to 7 June 2021**, which the team is working on to create a **digital MIDO**. In addition to the platform dedicated to exhibitors and buyers, this will also be a great event for the world industry, providing the opportunity to share projects and proposals, reassess the sector, analyze economic and social themes, discuss trends and new developments through high-profile figures and interactive events.

All the updates are available on **www.mido.com** and on Mido’s social media channels.

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