



MIDO 2022: REGISTRATION IS OPEN AS THE COUNTDOWN BEGINS, THE “CRAVING FOR MIDO” GROWS EVER STRONGER!

Starting today, Thursday February 3rd, buyers, designers, entrepreneurs, opticians, ophthalmologists, journalists and a full complement of eyewear supply chain professionals can now register for the 2022 edition of the most highly anticipated eyewear show

Milan, February 3, 2022 – Starting today, visitors to the international eyewear show – buyers, designers, entrepreneurs, opticians, ophthalmologists, journalists and eyewear supply chain professionals – can **register** on the **MIDO** website www.mido.com for the forthcoming edition of the show, to be held **April 30th to May 2nd 2022**.

The opening of registration means that everything is ready to kick off an event that holds the utmost potential for international traffic. And it is precisely the response from international exhibitors that is inspiring organizers with the boost in **confidence** they needed. *“Moving the date was a risky and **brave** decision taken to ensure MIDO remains the international gold-standard event. A choice that today is proving to be the right one because many exhibitors and buyers, from all over the world, are registered to participate in the April show – stated MIDO President **Giovanni Vitaloni**. There is a greater **sense of safety** among industry operators, where an air of **optimism** and immense **enthusiasm** reigns in anticipation of the 2022 edition; everyone is ready to show up in person. We are prepared to **be surprised and to dazzle** our visitors because the Craving for MIDO is already rampant and it can’t be stopped”.*

Another confidence booster can be found in **industry data**, released in December at the ANFAO general meeting. During the last nine months of 2021 the numbers were better than those forecast in the first part of the year and showed a complete return to the results achieved in 2019. Leading the recovery, above all, were optical frames for export and ophthalmic lenses in the domestic market, while all the top export markets for Italian eyewear are showing signs of recovery.

*“The businesses in our industry have re-launched - concluded Vitaloni - and are looking forward to MIDO 2022 as a not-to-be missed opportunity to finally meet in-person with Italian and international customers and to showcase their collections, that will be an expression, above all, of **durability, research, sustainability and quality**. The time for trial and error is behind us. Our members need substance and at MIDO we are prepared to meet this need.”*

All updates will be available online on the event website www.mido.com and on the official social channels: Instagram (@mido_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn.

#MIDO2022 #livethewonder

MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE

Marcella Laterza +39 335 7559154 marcella.laterza@cmailander.it

Chiara Ferraro +39 345 0059935 chiara.ferraro@cmailander.it

Stella Casazza +39 349 3579552 stella.casazza@cmailander.it