



## MIDO 2023: “HOW TO?” SERIES OF MEETINGS AT OTTICLUB AND “BOOK@MIDO” UPLIFT THE CALENDAR OF EVENTS FOR OPTICIANS, EXHIBITORS AND VISITORS

*A packed calendar of events attuned to the needs of opticians and filled with innovations*

Milan, 3<sup>rd</sup> January 2023 - Starting with “**HOW TO?**”, a series that addresses the **practical everyday activities that occur in optical shops**: realistic content on different topics, like style consultation, point of sale renovation, marketing and communication, events as a means of communication, etc. Each meeting (four are planned, to date) will be held in the **OTTICLUB** space in pavilion 3, and will feature prominent speakers from the most diverse sectors, some of them even from outside the eyewear industry. Dates and times on line at [www.mido.com](http://www.mido.com) in the coming days.

Another innovation is **Book@MIDO**, the presentation of six books with stories just waiting to be told at MIDO 2023. Here’s a sneak preview of the titles that will follow one another on the OTTICLUB stage:

- Innovazione nell’eyewear design - Elisabetta Benelli and Benedetta Terenzi
- Alessandro Spiezia. L’ottico che ha visto la storia - Luisa Carla Redaelli
- Il centro ottico carismatico. Pensiero, strategia, azione per l'ottica che vuole un futuro - Alessandra Salimbene
- Amazing Eyewear - Maarten Weidema
- Il Design della montatura, ovvero la complessità oltre l’apparenza - Mario Casini
- Le tre porte del Public Speaking - Miranda Sorgente, Silva Castellani and Max Galli

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Even more, two special projects: **Saturday, 4<sup>th</sup> February, at 10.30** - presentation of **Empowering Optical Women Leadership** which supports women on a leadership career path in the eyewear industry, in Italy and internationally. Historically, the eyewear industry has experienced high levels of female employment (60%) which, however, is not sufficiently reflected in the presence of women in managerial roles (female managers 22%). ANFAO has decided to make an active contribution, working alongside local and international associations, to build awareness, promote an inclusive corporate culture, encourage continuing education and foster networking. A discussion will also take place around the **Observatory on gender equality in leadership in the eyewear industry** that will lay out the guidelines for a pilot project for female empowerment education and promotion of an inclusive corporate culture.

**Sunday, 5<sup>th</sup> February, at 11** MIDO will host **Fondazione Campagna Amica** that will present “**I cibi della vista e del benessere**” [Food for sight and wellbeing]. Promoted by Coldiretti [the Italian Confederation of Farmers], Campagna Amica was established in 2008 to develop initiatives that fully express the value and dignity of Italian agriculture, shining a light on its crucial role in safeguarding the environment, land, traditions, culture and health. Public health, like environmental resources, is a common good, even recognized in the Constitution as an inalienable right and the duty of every citizen.

Nutrition is clearly the first component of widespread health. The overwhelming majority of diseases that threaten western societies, at this specific moment in time, are due to overfeeding, which fatigues and places

### MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE

Paola Masera +39 335 6643677 [paola.masera@cmailander.it](mailto:paola.masera@cmailander.it)

Chiara Ferraro +39 345 0059935 [chiara.ferraro@cmailander.it](mailto:chiara.ferraro@cmailander.it)

Stella Casazza +39 349 3579552 [stella.casazza@cmailander.it](mailto:stella.casazza@cmailander.it)

most of the body's organs and systems at risk. Excessive calories, vitamin deficiencies and lack of mineral salts create severe imbalances of various types, including vision-related.

At MIDO, Fondazione Campagna Amica will present the early stages of a document, produced in collaboration with high-profile representatives of the medical field, on various topics that range from cancer prevention to eye care. Chapters focused on different organs and systems highlight the links between nutrition, physiology and wellbeing of the body in its various functions. This collaborative effort will be formalized with the establishment of a medical-scientific committee on the subject. The committee will meet semi-annually to publish, design and share best-practices pathways. During the meeting, the focus will be on vision and on the foods that can promote and, why not, even improve vision.

Eye health begins with good nutrition.

MIDO will take place at Fieramilano (Strada Statale del Sempione 28 - Rho), **Saturday 4<sup>th</sup> and Sunday 5<sup>th</sup> February from 9 am to 7 pm, and Monday, February 6<sup>th</sup> from 9 am to 6 pm.**

To register:

**visitors** <https://www.mido.com/en/entry-pass>

**journalists** <https://www.mido.com/en/press-registration?section=Attend>

To always be up to date on MIDO news, visit the website [www.mido.com](http://www.mido.com) and the official social channels Instagram (@mido\_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn #MIDO2023 #livethewonder

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