



Travelling from US, Canada, Central or South America?

Start planning your trip to MIDO 2026 and
enjoy special flights and hotel deals

Milano, August 28th, 2025 – In order to assist visitors and exhibitors attending MIDO 2026 (January 31, February 1-2) **from United States, Canada, Central and South America, special discounts on flight rates in economy, premium economy and business class, including baggage, 3 nights in 4*-5* hotels are now available.**

To find out the best solution for your trip to MIDO 2026 please check the link following

👉 <https://www.mido.com/en/accomodation>

and select **Package deals**

For further info, you can send an email to mido@micodmc.it

Back **from January 31st to February 2nd 2026** at Fiera Milano Rho, **MIDO | Milano Eyewear Show** is the only international trade show that brings together the entire eyewear supply chain. Opticians, manufacturers, designers, buyers, journalists and professionals from all over the world will meet, once again, at the most important event dedicated to eyewear, an essential event for doing business, closing deals and making new connections, discovering trends and innovations, reflecting and discussing future visions of eyewear.

This year, visitors and exhibitors at MIDO 2026 will also have the opportunity to purchase **the official YesMilano City Pass with an exclusive 10% discount**. The YesMilano City Pass gives access to the city's most iconic museums and attractions, includes local public transport, and allows you to skip the lines. With just one pass, visitors can explore Milano while saving up to 70% on the total cost of admissions and services. More info here: urly.it/31bz1x

To stay up to date on MIDO news, visit the <https://www.mido.com/en/> website and the social channels Instagram @mido_exhibition, Facebook @MIDOExhibition, X @MIDOExhibition.

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