



Fiera Milano Rho, February 6–8, 2027

MIDO 2027: VISITOR REGISTRATION IS NOW OPEN

MIDO returns to Fiera Milano Rho from February 6 to 8. The upcoming edition continues to evolve, with new exhibitors, innovative content at The Vision Stage and services for the international eyewear community

Milano, 25 September 2026 – **Registration opens today for visitors and journalists attending MIDO 2027**, scheduled to take place **February 6–8 at Fiera Milano Rho** ([visitor link](#) and [press link](#)). With more than fifty years of history behind it, MIDO is preparing for a new edition characterized by new developments and an increasingly strong international presence, reaffirming its role as a leading platform for the entire eyewear industry.

“MIDO 2027 will be an edition marked by continuous evolution,” commented MIDO President **Lorraine Berton**. *“The response from exhibitors has been very positive – many of the companies that participated last year will be returning, and we will also welcome new exhibitors, confirming the continued interest in MIDO and the opportunities the exhibition offers.”*

A single platform for the entire eyewear industry

With its strong **international** focus, MIDO attracts industry professionals from more than 160 countries each year and is the only event in the sector to bring together the **entire eyewear and optical supply chain** – from major companies and emerging designers to frame and lens manufacturers and machinery, as well as opticians, buyers and distributors from around the world. Alongside established companies, MIDO also devotes particular attention to **new generations** of professionals, designers and talent, with two specifically dedicated areas: Academy and Start Up. For exhibitors, MIDO offers a unique international setting in which to present **new products, collections and solutions**, meet industry professionals from around the world and develop new business opportunities. It is an **ecosystem** that brings together **business, innovation, creativity, education and research**, encouraging connections and exchange of ideas among all players across the industry.

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20 years of industry culture with The Vision Stage

One of MIDO's distinguishing features is **The Vision Stage**, the platform dedicated to eyewear culture and one of the exhibition's flagship initiatives. For more than **20 years**, it has hosted meetings, seminars and workshops featuring prominent industry leaders as well as personalities from the worlds of culture, economics, creativity and innovation, together with members of the medical profession. Over the years, the platform has changed names – from *Health & Innovation Forum* to *Otticlub* and, today, *The Vision Stage* – while maintaining the same purpose: to bring diverse experiences and expertise to MIDO, promote culture and education, and foster dialogue and exchange among the industry professionals who meet in Milano each year.

The Vision Stage will be located in **Pavilion 1** and, over the three days of the exhibition, will host about **20 events**, including talks, keynotes, conferences, workshops and in-depth sessions. The program, featuring high-profile guests and speakers, will soon be available on the MIDO website.

MIDO in Milano: the experience continues beyond the exhibition

For 2027, MIDO is enhancing the experience for visitors and exhibitors with **My Fair Plus – Beyond the Exhibition**, the new digital platform promoted by **Fondazione Fiera Milano** that offers opportunities to discover and experience Milano beyond the halls of Fiera Milano Rho. Through the platform, visitors and exhibitors will be able to book events and activities throughout the city, including **exhibitions, performances, cultural attractions, experiences and outstanding food and wine offerings**.

The aim is to give those traveling to Milano for MIDO an opportunity to expand their experience and discover the city's cultural, tourism and food and wine offerings. www.myfairplus.it/it/index.html

An increasingly international edition

For its international audience, MIDO has arranged special **travel deals** for visitors and exhibitors from the United States, Canada and Latin America, joined this year by visitors from the cities of Wenzhou, Shenzhen and Shanghai, China.

With registration now open, the journey toward **MIDO 2027** officially begins and, over the coming months, will continue to be enhanced with new content, initiatives and events.

For the latest MIDO news and updates, visit www.mido.com and follow the official social media channels: Instagram @mido_exhibition, TikTok @mido_exhibition, Facebook @MIDOExhibition, X @MIDOExhibition and LinkedIn www.linkedin.com/company/mido/posts/.



MIDO is a founding member of IT-EX, an association created to represent Italian trade fair organizers of international standing, supporting the promotion of Italian companies in foreign markets. IT-EX provides strategic support for internationalization, with self-generated resources and an organization dedicated to economic growth objectives, export promotion, and support for the development of "Made in Italy" worldwide. The trade fair portfolio of IT-EX members attracts 20,000 exhibitors, about 9,000 of whom are from abroad, and 2.5 million visitors, including 1 million professionals and enthusiasts on dedicated days, of whom 600,000 are international.

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