



The three-day eyewear show at Fiera Milano Rho draws to a close

MIDO 2022 BEYOND THE EXPECTATIONS SEE YOU IN 2023, ON FEBRUARY 4-6

President Vitaloni: "We had high-quality visitors from all over the world, driven by a desire to do business and meet supply chain participants. Having celebrated the first 50 years, starting today we are all writing a new chapter together."

Milan, May 3, 2022 - The 50th edition of **MIDO** came to an end yesterday amid enthusiasm and optimism. The appointment for all industry professionals is for next year, **February 4-6, 2023**, once again at Fiera Milano Rho.

Plenty of innovations and a variety of experiences were offered to participants eager to experience emotions and meet each other in-person, at an engaging event that brings fashion back to the forefront and relaunches the eyewear industry. From the opening event **world premiere** of the previously unreleased music composition by **Maestro Ennio Morricone "Infinite Visioni"**, to the performance by **Dargen D'Amico** and the celebration of the stars of the show and of the industry with the **Bestore** and **Stand Up For Green** awards.

This was a crucial event for the entire sector, **an opportunity to share experiences and conduct business**, as well as a chance to network, brainstorm and discuss new ideas.

*"The bottom line for this edition is undoubtedly positive because **the 22.000 visitors to MIDO 2022 were of high quality and driven by a willingness to buy, despite the challenging times, overcoming the adversities of the difficult moment we are experiencing** - said Giovanni Vitaloni, President of MIDO. We confirmed our ability to be benchmark for the sector, strengthening MIDO's role in the creation of business and ideas. We have had excellent feedback from exhibitors and visitors alike on the activity experienced here: this is a fresh start for the industry. Exhibitions should be in-person events; the companies are the absolute epicenter of this strategic moment for eyewear globally, and also for the economy of our country. Today we are all writing a new chapter together. And together we look forward to the future with optimism and confidence,"* concluded Vitaloni.

The over **660 exhibitors from 45 countries across 5 pavilions and 8 exhibition areas** met visitors from over 50 countries: Europe (in particular France, Spain, Germany, Great Britain, Portugal, Greece, The Netherlands, Switzerland), United States, Israel, Brazil, India, Tunisia, Iran, South Africa and United Arab Emirates.

Equally significant was the presence of online participants connected to the B2B platform, designed to engage in the show those who - from all over the world - were unable to attend the live event, and those connected to MIDO's social profiles, who enlivened the event's official Instagram and Facebook pages with more than **10,000 messages shared between posts and stories**, that exceeded **1 million impressions**. The wonder of MIDO was also broadcast live on MIDOTV, which this year produced **77 videos** broadcast live on YouTube, with a total of **350,000 views**.

The show continues on the online platform and on the official social channels: Instagram (@mido_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn.

#MIDO2022 #livethewonder

MIDO Press Office CAROLINA MAILANDER COMUNICAZIONE

Paola Masera +39 335 6643677 paola.masera@cmailander.it
Chiara Ferraro +39 345 0059935 chiara.ferraro@cmailander.it
Stella Casazza +39 349 3579552 stella.casazza@cmailander.it