



MIDO 2023: 6 PAVILIONS, EXHIBITORS FROM AROUND THE WORLD AND A SPECIAL FOCUS ON VISITORS

These are the distinctive features of the 51st edition of the international eyewear show set to take place February 4 - 6 at Fiera Milano Rho

Milano, 11th November 2022 – The calendar of events for the forthcoming edition of MIDO, the international eyewear show set to take place February 4th to 6th at Fiera Milano Rho, will soon be available. **Countless opportunities for debate, reflection, exchange of ideas and interaction are in the works for opticians from around the world** who flock to the show each year in pursuit of the latest innovations and trends in eyewear and, most importantly, ready to **finalize sales agreements and conduct business. Only at MIDO will opticians find the entire eyewear supply chain represented** – from manufacturers of lenses and machinery to the leading international producers of optical and sun frames, alongside small independent designers. **OTTICLUB** is the space where training and conferences with industry professionals are held, while the famous MIDO **squares** will be enlivened with meetings, conversations, enjoyment and entertainment.

Visitors who would like to attend the show can register by completing the form on the website <https://www.mido.com/en/entry-pass>. Italian opticians can, again this year, take advantage of complimentary train service from Rome, Bologna, Florence and Venice. All of the details will soon be available in the 'participate' section on the MIDO website.

In order to assist visitors **from America** coming to MIDO, **special discounts on flight rates** in economy, premium economy and business class, including baggage, 3 nights in 4* hotels are now available. Rates are subject to availability and correct quotation will be proposed at time of request. Info here <https://www.mido.com/pdf/hotel/MIDO.pdf> or writing to mido@micodmc.it.

Even though the calendar of conferences, events and meetings during the show is still being finalized, the exhibit areas and pavilions for the next MIDO are certain. In fact, **six pavilions** at Fiera Milano Rho will host MIDO 2023, one more than at the previous edition. The trade fair also returns to its 'traditional' location with stands in pavilions 1 and 3, 2 and 4, 6 and 10. Also confirmed are the **exhibit areas** – Fashion District, Design Tech, Design, Lenses, FAiR East, Tech, Academy and Start-Up. The latter, introduced last year, will host emerging players at an eco-sustainable stand made with recycled and recyclable materials, in keeping with the show's environmental accountability program begun in 2019. Also dedicated to the newest brands is a space promoted by **ITA (Italian Trade Agency** for the international promotion and internationalization of Italian businesses) and by MIDO, that will showcase the work of start-ups selected by ITA.

Exhibitors from around the globe, arriving from Europe (France, Germany, Spain, etc.) as well as from the UK and USA, to mention just the top countries, have already reserved their space at MIDO, reaffirming the show's international reach. Excellent response also from Asian businesses that are returning this year to the area dedicated to their products. *"We are extremely pleased with the participation by Asian countries, especially China, Hong Kong, Taiwan, Japan, South Korea, India, Malaysia and Thailand, that, despite the still-high Covid restrictions, will exhibit at the forthcoming edition of the show,* remarked **Giovanni Vitaloni**, President of MIDO. *Last May, as we closed the doors of MIDO 2022, we were determined to bring back the*

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Asian exhibitors and, in spite of the difficult international situation, we are achieving our objective, another sign of the international appeal of the Milanese eyewear show.”

MIDO also means active participation by the visiting public. In fact, nominations are open for the **BeStore** award, decided by an international jury of experts and presented to optical centers that offer the best shopping experience, in the ‘Design’ category, and the most outstanding customer service, in the ‘Innovation’ category. To nominate your stand, complete the form available at the following link: <https://www.mido.com/en/bestore-award> **no later than January 9, 2023**. Now in its 2nd edition, the **Stand Up for Green** award will also be presented at MIDO 2023, in recognition of the most sustainable stand, in terms of focus on environmental impact and use of materials. To nominate your stand, please complete the form on the website **by January 15, 2023**: <https://www.mido.com/en/stand-up-for-green>. Award winners will be announced during MIDO 2023.

An earlier appointment with MIDO 2023 is set for **November 15**, when the third subject of the new **FRAMES** campaign, designed by Max Galli in partnership with the Mixer Group, will be presented. Following the “New frames of **contemporaneity**” and “New frames of **fashion**”, the moment has arrived for the “New frames of **culture**”. The fourth and final campaign subject will be presented on December 15, 2022.

Show organizers are putting the final touches on some other innovations that will be revealed in the coming weeks. All updates will be available on line on the event website www.mido.com and on the official social channels: Instagram (@mido_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn.

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

#MIDO2023 #livethewonder