



**MIDO 2022, BACK TO THE ORIGINS:  
NEW DATES - FROM 30 APRIL TO 2 MAY - TO GUARANTEE THE BEST BUSINESS  
OPPORTUNITIES FOR EXHIBITORS AND VISITORS**

Milan, 7 January 2022. **MIDO 2022 goes back to the origins, taking place from Saturday 30 April to Monday 2 May in Milano Rho Fiera:** the decision to move the show was driven by the will to ensure exhibitors and visitors the best business conditions, even in this global pandemic situation. The new dates represent a profitable period for commercial activities, still respecting the ongoing of other international eyewear fairs. This is a strategic time of the year for business and internationalisation, taking MIDO back to its origins, as its first edition actually took place in the month of May: the hope is that the arrival of spring will also bring safer and easier travel between countries, confirming MIDO as a key element in the industry on a global level.

**Giovanni Vitaloni, chairman of MIDO, stated:** *“Today it seems fairly clear to us that an international fair held in February would risk a reduced numbers of participants, both exhibitors and visitors. We wish to reflect the needs of companies and confirm MIDO as the top event of the year, in a 2022 that is already showing important signs of recovery for the eyewear industry worldwide.*

*MIDO 2022 held from the end of April to the beginning of May is the best date for us to return to fulfil our mission: creating and maximising international business opportunities while conferring prestige and vitality to a strategic sector. We are also working to be ready to welcome exhibitors and visitors in maximum safety, following the most updated regulations”.*

The **leading worldwide eyewear event**, about three months away, reconfirms its format, welcoming registrations from visitors who again this year will have special trains available, provided by the event organisers, stopping at Rho Fiera and with seats which can be booked directly on the website [www.mido.com](http://www.mido.com). Mido is working on a packed programme of events (Otticclub area and Centro Congressi). Furthermore, the digital platform is already available, presented last June for MIDO 2021, where it is possible to launch initial contact activity in the run-up to the April event.

For the **first in-person edition of MIDO with the new regulations**, the organisers’ strategy is aimed at finally bringing together industry operators at this key event, a goal that can be achieved thanks to the **implementation of all necessary safety measures** and thanks to the cooperation of all stakeholders.

For an all-round overview of the eyewear industry, the online magazine WMIDO can be accessed via the official website, updated with all the latest news that can also be found on social media: Instagram (@mido\_exhibition), Facebook (@MIDOExhibition), Twitter (@MIDOExhibition) and LinkedIn.

#MIDO2022 #livethewonder

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