



## MIDO 2012

# RESULTS WELL BEYOND ALL EXPECTATIONS

**About 42,000 visitors, 56% from other countries, 44% Italian**

**Excellent turnout on Sunday and Monday, quieter on Tuesday**

Milan, 16 March 2012 – Tuesday, March 13th, was the final day of the 42nd Mido, International Optics, Optometry and Ophthalmology Exhibition. *«A session that was all about "commitment"»,* explained Mido president, Cirillo Marcolin. *«A commitment to offer, despite the unfavorable economic situation, a one-of-a-kind overview of the eyewear industry. A commitment by Mido to provide a "different" tool in order to promote companies in an ever new and business-focused way».* A commitment that was spot on: **the number of attendees virtually matched that in 2011 at about 42,000, with foreign visitor attendance basically the same and a slight fall in Italian visitors.** A noteworthy result given the overall economic situation and the trends posted by the other exhibitions that had just ended, especially the accessories exhibition. *«We had a very good turnout on the first two days»,* explained Mido and Anfao President Cirillo Marcolin. *«The results for Sunday and Monday were surprising».* These results can also be attributed to the initiatives promoted by Mido to engage the interest of the trade. *«The OttiClub By Mido area was a big success, an attempt – and a successful one it seems – to make this target audience feel at home»,* Marcolin continues. *«The busy program of interesting appointments for every*

*sector of the eyewear industry – introductions to innovations in the sector, market surveys, presentations of books – caught the attention of opticians, and attested to the multi-faceted nature of this profession which calls for 360-degree training». The good results of the first two days made up for the fall on Tuesday. «For the first time in over 40 years, Tuesday was an exhibition day», President Marcolin explained. «A decision to reposition ourselves in the calendar after making several considerations and which, after the exhibition, now has us thinking carefully». An experience that could be reviewed «by bearing in mind the two days when we had more visitors and the feedback from our exhibitors», Marcolin commented.*

To use a sports metaphor, a draw is worth much more than a point in the rankings. «We think this was an excellent result», Marcolin observed again. «Especially considering the trend posted by other accessories exhibitions which ended a few days before us.».

All of which goes to show once again that Mido is the premier international exhibition for the eyewear industry: six pavilions, theme areas, dedicated spaces, more than 1,000 exhibitors from more than 40 countries, representing all 5 continents, all the leading companies in the world, as well as small up-and-coming producers and important examples of modern trade. An exhibition must be a multiplier of contacts, a creator of potential clients, the ideal meeting place for demand and supply. «The 2012 session went well beyond our highest expectations», Marcolin ended. «So the only thing now is to set the appointment for Mido 2013, knowing that we will be able to surprise you again. Since our exhibition is a dynamic one, this means we must always be open to change while catering to the needs of the market and our companies which are the real players at Mido».

#### **MIDO PRESS OFFICE**

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