



11-12-13-MARCH 2012
SPOTLIGHT ON THE 42ND MIDO

MIDO 2012
THE LEADING GLOBAL EYEWEAR TRADE SHOW
PREPARES TO OPEN ITS DOORS

Mido reaffirms its role as a one-of-a-kind opportunity for communication and business and a must-see for companies as well as an opportunity for opticians, eye specialists and buyers from across the globe to network, learn and source products.

Efficient layout, an area dedicated to sports, artistic performances, educational programs for opticians, hospitality areas for foreign visitors, and key initiatives concerning eyecare and eyehealth: these, but not only these, are the highlights of the 2012 edition.

Milan, March 8, 2012 – The wait is over: Sunday, March 11th the curtain goes up on the 42nd International Optics, Optometry and Ophthalmology Exhibition, the number one appointment with the international eyewear industry: **five pavilions, themed areas, dedicated spaces, more than 1,000 exhibitors from more than 40 countries, representing all five continents**, the largest manufacturers in the world, as well as new small businesses and key players in the area of large scale distribution. Star status is accorded to all eyewear sectors: lenses, machinery for frames and components, and, of course, sunglasses and vision wear – essential fashion accessories for the total look of the 21st century. Unique objects that make use of materials and sophisticated workmanship, designed to indulge the expression of one's imagination and style.

«For more than four decades, the international eyewear industry has kept this date with Mido, and it's here that they find that special momentum, energy, and the creative drive to continue upward on their climb to success», states Cirillo Marcolin, President of Mido and Anfao. «As

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Contact:

Mido Press Office - Fast-Com - Via Privata delle Stelline, 1 – Milan, Italy - +39.02.87280950
Michela Mezzolo +39.340.2146623 - Simonetta Gerra +39.340.2147734
Paolo Santagostino +39.349.3856585

one of the most respected trade shows, Mido is a major stimulus to the eyewear industry, thanks to its talent for business and the commercial trade that will take place during the fair».

There are many key elements to the success of Mido:

What

Mido, a multitasking exhibition

Business, fashion, training, learning, product awareness, and, above all, an indispensable marketing, communications and promotional tool. *“Mido can offer all this because of the ongoing, active contacts it has established with its main audience”, explains Marcolin. “It interfaces constantly with opticians and eye specialists to offer them a bespoke service and to ensure that demand meets supply”.*

When

Evolve to improve: new dates

Mido has fine-tuned its organization with a new scheduling: from March, Sunday 11 to Tuesday 13. The decision was made to simplify matters for overseas buyers who prefer to concentrate their visits to the exhibition on week days but who also want to be able to go there during the weekend as well as for opticians from Italy and neighboring countries who visit on Sunday and Monday when optical stores are normally closed in many cities.

How

Personalized service: to feel right at home!

Thanks to the ongoing interaction with participants, this year Mido is preparing a special welcome for one of its primary targets: Italy’s opticians. A personalized service has been created just for them, in pavilion 22: **the OttiClub by Mido**, not just a linguistic marriage of optician and club - a meeting space for in-depth talks on topics of interest to opticians, and also a true hospitality area with dedicated spaces for talking business and relaxing. Access is exclusively reserved to Italian opticians visiting the fair, and **Easy Mido** registrants. *«In cooperation with the leading trade associations, Mido is promoting a very simple and effective initiative: picking up opticians from their homes!», explains Marcolin. «Transfers have been organized from various regions in Italy. And, with an eye to the future, we extended the initiative to include the new generation of opticians - attending or recently graduated trade school and university students - for whom guided tours inside the show have been organized to help them get a closer look at and experience in person the latest innovations in the world of eyewear, from an international perspective».*

Where

Reorganization of spaces, dedicated areas, recurring appointments

«Mido is a unique experience that is difficult to put into words», according to President Marcolin. «To understand its potential and appreciate its usefulness, it must be experienced in person. A walk among the stands is a must for anyone who wants a greater understanding of the universe of eyewear. ». Functional layout, breakdown by product area and type: choices made to bring immediacy to a visit to the exhibition. This is how technologically state-of-the-art products, including materials, lenses, and accessories, will come together in the **Mido Tech Pavilion** (Pav. 9) and in the **pavilion dedicated to lenses** (Pav. 22); the latest fashion trends in prescription eyewear and sunglasses are the stars in the **Mido Fashion District** (Pav. 13 and 15), a dedicated space that is home to the topmost eyewear companies, the place where leading manufacturers in the eyewear industry showcase their finest brands and product lines that come from wholehearted and unparalleled R&D efforts. Frontier testing with shapes, materials and colors comes to life in the now unmissable **Mido Design Lab** (Pav. 24, open until 10.00 pm on Sunday, March 11), whereas the **Asian Pavilion** (Pav. 9 and 11) features an overview of product offerings from the Far East. In pavilion 15, there is an area for companies presenting products for sports activities. Bringing sports inside the fair means including the emotional component inherent to sporting events. A showcase-event designed to act out the myriad motivations that lead up to the decision to purchase a particular pair of eyewear or lenses. Technical considerations, cultural influences, fashion insights, purely “passion-driven” choices. And to attract the interest of trade people, on Monday 12 March at 9.45 am in the **OttiClub** conference area (Pav. 22), there will be a seminar on: “Vision in Sport: optometric applications in sports activities”, organized by the Board of Optometrists.

....and exciting artistic performances

In addition to the “scheduled” events, this year Mido is adding an initiative that will involve several pavilions: “**Visionaria**”, is a series of artistic performances created by modern artists that will take place during the show. Visitors and exhibitors will have front row seats for a live look at the creative process involved in developing a work of art. Each performance will be a personal interpretation of the artist on the topic of eyesight, and more globally, vision.

Why

To become acquainted with the entire supply chain, to see what's on trend and gain insight to future directions, to be amazed by innovation

Mido is growing, from one event to the next, becoming more and more a multitasking show, to meet the needs of all its participants and also to keep wonder alive. Year after year, the show renews the strong ties it has built with the world of fashion and design. *«In recent years, eyewear has come to embrace several fields that range from the fashion system to experiments in design, and the interpretation of feelings», explains Marcolin. «And at the same time, it points to new semiotic ideas able to complete the "total look" concept sought after by consumers».* Today, wearing spectacles is an opportunity to feel your fashion edge. Eyewear is on trend and no longer considered an "eyesore". *«Contributing to this is the 'culture of image' that permeates society today», continues Marcolin. «Spectacles -- a unique object, to be worn on one's face, -- become an accessory with special powers of expression».* More reasons why the appointment with Mido is a must, for those who want an up-close look at 2012 eyewear trends, the new moods, materials, styles and captivating, sophisticated details. What eyewear will be worn this year? What's new in the world of lenses? The most cutting edge materials? The most innovative technologies? In just 3 days, you'll find out... at Mido!

The appointment is from 11 to 13 March, at the Fieramilano Rho-Pero pavilions.

See the best you can see!!