



PRESS RELEASE

**MIDO 2013,
ENCOURAGING VISITOR NUMBERS AND BUSINESS
RESULTS**

Approx. 43,000 people visited the 43rd exhibition: a 3% increase in high-profile, very business-focused visitors

**3% increase in exhibiting companies,
with many debuts and noteworthy comebacks**

Milan, 5 March 2013 – The 43rd Mido (International Optical, Optometry and Ophthalmology Exhibition) ended yesterday after three busy days – from Saturday 2 to Monday 4 March - of networking, talking business, professional updating, and exposure and visibility for companies in the industry. Visitor statistics rewarded the efforts that had gone into attracting all the various players in the industry, with a 3% increase in visitors and with 60% of these arriving from about 40 different countries.

So, despite the difficult economic situation, the increase in visitor numbers was encouraging. The feedback received from exhibitors was that trade people were very interested and seemed to be particularly focused on doing business.

All this confirms that Mido is a key part of the industry which is also because of all the efforts that were expended into organizing it. Among the various initiatives, "A Train for Mido", was particularly successful. Initially planned for 300 people, the Frecciarossa train ended up leaving Rome on Sunday with more than 600 opticians on board, many of whom had come to Mido just because of this initiative. Exhibitors had excellent comments to make about how the show had been organized and the services provided to attract visitors and offer business opportunities.

This result is a significant step for the entire industry worldwide and provides reason to be optimistic about the future. A testament to this was the 3% increase in exhibitors, with many companies – small and medium-sized - choosing Mido as the ideal showcase for a preview of their new collections and product offerings. Added to this, other producers who had been absent from Mido for some years, made a comeback recognizing the exhibition's leading role.

The next Mido is slated for 1-3 March 2014, but before then, the appointment is with the OUT OF MIDO on 11-14 April 2013, during the Fuorisalone at the Milan Furniture Fair. This is where some

15 very design-oriented companies that exhibited at Mido will be showcasing their finest creations to the public in the Hotel NHOW's gallery in Via Tortona (Milan).

The fervor that surrounded the stands during the three-day exhibition came across in the comments that were made by some of the 1,000+ exhibitors who attended:

"MIDO is definitely the most important showcase of the year. It's an appointment where you find international distributors and where Italian attendance is pretty strong. It's extremely important for promoting and presenting the collections but also to take a look at the situation with the distribution network. The expectations are always very high, and they are usually always satisfied." – **Giovanni Vitaloni, CEO Nico Design**

"Mido is a unique place to introduce new trends and new products to our worldwide customer base" - **Pascal Jaulent, President and Art Director Face a Face**

"Mido is the international exhibition par excellence, the queen of the industry, the exhibition where you meet leading names from the sector from all over the world." - **Claudio Gottardi, President and CEO of Marchon**

"We are very happy to be back at Mido. There was an incredible number of visitors and on Sunday you could hardly move inside the stand because there were so many people wanting to visit it" – **Paolo Fonelli, Managing Director of Galileo**

"Mido was a huge success! We were happy to be here. We celebrated our first year in business here. We started with MIDO 2012 and repeated last year's success, actually we did even better" - **Sergio Eusebi, Brand & Marketing Director Kuboraum**

"This is our first time showing at Mido and we are very excited because Mido is a very important event within the eyewear industry" – **Mark Craig, Founder and Creative Director, Activist Eyewear**

"It exceeded all our expectations, we were really pleased" – **Vincenzo Bruno, Managing Director of Safilens**

"Mido is a necessary appointment to meet people and network with all the trade" – **Gianni Vetrini, Managing Director of Barberini**

"Mido is the right place to unleash our creativity and our new collection" – **Alex Montanaro, Founder, Happiness Shades**

"Great show! Mido 2013 was a complete success for Adlens" – **Michael Ferrara, Managing Director of Adlens**

"Mido is big, massive, beautiful. This place is amazing!" – **Rick Hopper, Founder of ReadeREST**

Opinions taken by Mido TV – for all opinions about Mido 2013, see Mido TV on www.mido.com or www.mido365.com