



MARCH 2-4, 2013

**MIDO -THE 43rd INTERNATIONAL OPTICS,
OPTOMETRY AND OPHTHALMOLOGY
EXHIBITION– IS READY TO OPEN**

A DATE WITH THE WORLD OF EYEWEAR

IN THE PAVILIONS OF FIERAMILANO RHO-PERO

The leading international eyewear trade show returns to its traditional schedule on the first weekend of March: three days - from Saturday to Monday – of contacts, business, professional updating and corporate visibility.

Reaffirming the concept of the trade fair as a system: key stakeholders connect to give rise to a more functional show

An absolute first in 2013, "A train to Mido", on Sunday March 3rd, a Trenitalia Frecciarossa train will provide free transportation to more than 600 opticians from Rome, Florence and Bologna to Milan.

Beyond all doubt: eyewear climbs to the top of the fashion ladder to become an iconic accessory, the only object worn on the face.

Milan, February 28, 2013 – At Mido the whole world celebrates eyewear - an alluring object, with a long and fascinating history that begins in Italy and ends up conquering the world. For many wearers, glasses are a constant in daily life, a necessary corrective device and an accessory that distinguishes the features and defines the personality. For many, many more wearers, sunglasses have become an integral part of their look, to seduce and to shield, and at the same time essential for protecting the eyes from harmful UV rays.

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The evolution of eyewear can literally be seen by everyone -- from a cumbersome vision aid to a sign of distinction, from social doom to classy glam, from symbol of diversity to beauty accomplice. Behind this accessory – among the top players in the world of fashion - unfolds a hard working world, backed by decades of expertise and overflowing with creativity. And that is the reigning spirit in the pavilions of Mido, the largest trade fair dedicated to the world of eyewear, scheduled to open its doors in Milan from March 2nd to 4th, 2013.

«This is where professionals meet for an up-close experience of the world of eyewear in all its many facets», confirms Cirillo Marcolin, President of Mido and Anfao, the Italian Optical Goods Manufacturers' Association. *«A universe made up of many planets: from sunglasses to ophthalmic frames, and machinery, parts, lenses and large-scale retailers, all stars in a complex and interrelated system, and Mido is at the center of it all»* continues Marcolin. *«Trade shows are evolving and adjusting to the needs of their key players, as they move toward an increasingly specialized future».*

The world of eyewear is propelled by solid business principles, craftsmanship, willingness to work, and creativity, driven by a passion for innovation and specialization. And, in the last few years, Mido has been moving precisely in this direction, explains Marcolin. *«We realize that today, like never before, he who hesitates is lost. In difficult times like these - with the global economy in a state of stagnation, consumption in Italy collapses, and competition becomes more fierce every day - it is crucial to invest in honing the trade show as a tool, making it more functional to meet the needs of manufacturers. I understand that for small and medium-sized businesses, participating in a trade show is a considerable investment; this is why we must respond to the real needs of its exhibitors.»* Many of the initiatives put into practice for Mido 2013 are in keeping with this philosophy of continuous interaction between all of the industry's players.

SPECIALIZATION AND DEDICATED SERVICES

Mido is the only entity capable of interpreting the new trends, dictating the rules of fashion, and forecasting technological innovations in the industry. A not-to-be-missed showcase for the best-known companies and brands, a unique experimental think-tank

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for small and medium-sized firms, this is where industry professionals come for a world premiere of the innovations in spectacles, sunglasses, lenses, and machinery. Mido's strength lies in its 360° perspective. There is space here for the entire supply chain. For 2013 Mido will follow the winning format adopted in recent years, with different product categories in the various pavilions. One of the enduring strengths of Mido is that each pavilion is dedicated to a specific sector. **Mido Fashion District (Pav. 13-15)** is a unique space that hosts the world's top global players in eyewear, and the large and small businesses that are inspired by fashion's ability to fascinate. **Mido Design Lab (Pav. 24)** - this year also hosting a photo exhibition focusing on eyewear from the Eyewear Museum in Pieve di Cadore - is a magnet for visitors drawn to the avant-garde in design; only companies that produce highly technological, creative and innovative eyewear are allowed to exhibit here. Technology is the headliner at **Mido Tech (Pav. 9)**, the world's largest exhibition area dedicated to machinery, raw materials and components. The **Asian Pavilion (Pav. 9-11)** is the exclusive showcase for Asian manufacturers, with group participation by the leading Asian producers. **Pavilion 22** is reserved for the most prominent Italian and foreign companies to highlight the full range of innovations in ophthalmic lenses.

A TRAIN TO MIDO

In addition to the buses (introduced last year) to bring opticians to Mido, this year Italy's opticians have "**A Train to Mido**" at their disposal. An all-comforts **Trenitalia Frecciarossa** train was chartered by Mido to bring opticians to the show. It departs Sunday March 3 from Rome, with stops in Florence and Bologna, in order to arrive in just over 3 hours' travel time at the Rho-Fiera station, located inside the exhibition complex. This completely free service is reserved exclusively for Italian opticians who booked seats through www.mido.com. Mido is the first Italian trade show ever to provide complementary train service to reach the exhibition, an extremely thoughtful gesture, reaching out to its primary visitor target. *«This initiative was so successful we had to double the number of cars available»*, reveals Marcolin. Thanks to these special transportation services, more than 600 opticians will arrive at Mido aboard the Trenitalia cars. Another 250 students in the graduating classes at opticians' trade schools and those studying for university degrees in Optics and Optometry will make use of the

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coaches provided by Mido departing from Bologna, Padua, Udine and Turin. An example of how Mido takes a special interest in future opticians, at a time when many young people find it difficult to enter the work force.

UPDATING AT MIDO

Once they get to the fair, the opticians will have a lot to choose from - they will have to decide how much time they can spend discovering the innovations in the world of eyewear on display in the stands, and how much they can devote to professional updating. Again this year, Mido is making the OttiClub available, a multifunctional space that serves as a lounge and a congress center featuring a complete training program, "VISION UP-TO-DATE 2013", organized by publisher Fabiano Gruppo Editoriale with plenary sessions followed by hands-on courses offered to opticians, optometrists, ophthalmologists, orthoptists and ophthalmology assistants. The OttiClub will be located at the entrance to Pavilion 22. Another opportunity for in-depth professional training is provided by LAB TECH – organized in partnership with the *Optical World* trade journal – a meeting space inside of Mido Tech (Pavilion 9) where some of the exhibitors will introduce opticians to their latest innovations in equipment and machinery.

TRENDS PREVIEW

Professional training and technology, yes, but also fashion and design. The entire supply chain is a palpable "presence" inside the pavilions of Mido, including the latest trends in eyewear.

As precious as jewelry, as sophisticated as design constructions – stylists look at eyewear as a "fitness center" for creativity. Ideas designed to lead even the most casual wearer into temptation, breaking away from the no-nonsense looks dictated by the current economic situation. And spectacles – whether sunglasses or vision wear – are, without a doubt, the most affordable luxury accessory; magical things that say 'yes' to the wearer's inner desire for star status. The number-one trend? What's hot is to play around with a melting-pot of often contradictory trendy looks – one day you can be an aviator and the next a '50s diva, or a turn-of-the-century intellectual. Sophisticated style always wins the day, but mix it up with a touch of eccentricity and slightly retro charm! To discover the latest trends in eyewear, the singularly unbeatable showcase for industry professionals

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(but not limited to them!), is Mido. Here, between one pavilion and the next, 2013 eyewear trends take center stage.

«Last year I stated that I preferred 'commitment', a more energetic and proactive word to the often over-used word 'sacrifice', – and that is what I, first of all, and the entire organizational team have put into preparing this edition of the show», concludes Marcolin. «Today, I am taking another look at a word we have been hearing for months: "crisis". I would like to reinstate its original meaning, derived from the Greek for "choice". Therefore, it is my choice to continue working with enthusiasm in order for this exhibition to maintain its world-class leadership position and to ensure that industry firms will vote Mido their meeting place of choice».

To reach out and touch the universe of eyewear, with all of its dichotomies, facets, and areas of specialization, make a date with Mido from Saturday March 2nd to Monday March 4th, 2013, in the pavilions of FieraMilano Rho-Però.

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