



Mido 2014

**It remains the No.1 international showcase in the eyewear industry:
more exhibitors, 5% more visitors, more business.**

Milan, 4 March 2014 – The 44th **Mido – International Optics, Optometry and Ophthalmology Exhibition**, which closed yesterday and turned the pavilions at Rho-Fiera Milano into a bustling hive of activity all weekend, was an all-out success. The 3-day event was visited by more than 45,000 people, 25,000 from other countries and 20,000 from Italy.

«All the core ingredients for success were there » explained Mido President **Cirillo Marcolin**. *«Many new companies chose Mido for their debut, some noteworthy names returned, there was a desire to increase business areas, and a buzz could already be felt on the eve of the exhibition. And it delivered the expected results ».*

«If we look beyond the numbers, we were particularly happy to note a feeling of enthusiasm at the stands and to see trade people ready to do business », added Vice President Giovanni Vitaloni. *«This also emerged from an initial analysis of the questionnaires that were handed out to the exhibitors at the end of the show and we hope that this is an indication that a new, more positive outlook is gaining ground among the people working in the industry ».*

Things got off to a really good start on Saturday, and attendance was very good on Sunday too – the day when opticians from central and southern Italy, took advantage of “A Train to Mido” free transport service, which took them to the exhibition. This positive trend was confirmed on Monday, the closing, day, with trade people staying until closing time to see new products and sign orders, confirming the final result: +5.4%. This number is important, and even more so when the overall economic situation and the performance of other industry exhibitions are considered.

*«We are very happy with this 2014 Mido show. Things went far better than expected», ended President **Marcolin**. «We look forward to seeing everybody at Mido 2015 – slated for 28 February - 2 March. We are already working on an event that will continue to be a business generator and a networking opportunity for all people working in the eyewear industry ».*

MIDO PRESS OFFICE

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