



MIDO 2016 IS “MORE!”

More sections, more exhibitors, more visitors

Never Ending Wonder returns from February 25 to 27, 2017

Milan, March 1st, 2016. Edition number 46 of MIDO closed yesterday, standing out with results that were all more: increased exhibition space - the new MORE! area was a winner with everyone - a rise in the number and quality of exhibitors, with 106 new entries and the best of the industry from all over the world plus the **new all-time record of over 52,000 visitors, up by 7% on 2015.**

*“Our challenge was not just to repeat the success of last year”, commented the **President of MIDO, Cirillo Marcolin**, “but to try and do more. Thanks to participation and input from all the companies, buyers and media who confirmed their confidence in us, we have once again managed to reaffirm the world leadership position of this big event. The quality of products, events and guests we saw at MIDO are proof of the excellent results we have achieved again this year”.*

*“Feedback from exhibitors”, commented the **Vice President of MIDO Giovanni Vitaloni**, “says it all about the positive, proactive mood that dominated at this edition, strengthening our conviction that continual, relentless dedication to research and scouting for new businesses is the right way to go”.*

MIDO 2016 was also more social: compared to previous editions, it saw a 100% increase in exhibition-related content and interaction. The official hashtag #MIDO2016 featured in over 10,000 Instagram posts and Tweets, while since the opening of the event the number of Facebook fans has increased by more than 2000.

Here’s looking forward to the next MIDO, from February 25 to 27, 2017.