



Fiera Milano Rho, February 23 - 25, 2019

MIDO REVS ITS ENGINES

The 49th edition of the leading international eyewear industry event is less than 3 months away.

Giovanni Vitaloni: "Our commitment over the last few years has been two-pronged: to strengthen and promote business at the show and to provide exhibitors and visitors useful tools for analyzing industry performance and markets, facilitating ways to meet and talk shop".

Milan, November 28, 2018 – **MIDO**, Milan's Eyewear Show, opens **February 23-25**. The successful last edition, with 58,000 in attendance and a record 1305 companies exhibiting in 8 areas across 7 pavilions, confirmed MIDO's global leadership position in terms of size and representing all areas of the eyewear universe. All the biggest global players will be on hand again this year, as well as SMEs, young start-ups, leaders in lenses and machinery and the Asian manufacturers' group stands.

MIDO's strength lies in its robust identity as the B2B event for closing business deals and as a point of confluence where eyewear professionals can take stock of the latest market trends, share experiences and imagine the future.

Every year, businesses and buyers, journalists and trend-setters from around the world look forward to attending MIDO to feast their eyes on, get a preview look at, and buy the latest collections and most recent trends.

*"In addition to organizing the best possible business fair, which is the primary objective of our show – explains **Giovanni Vitaloni**, president of MIDO – we have paired our sales-oriented spirit with the concept of deepening insights into the industry, analyzing its performance and markets, in order to offer eyewear professionals the tools they need to interpret the present and be proactive about the future, and to facilitate opportunities for sharing ideas on topics of interest to our industry, from product innovations to professional and educational topics, to vision health, which we feel is strategic and crucial for all those working in our world."*

The results of the 3rd edition of MIDO Outlook – an observatory that surveys thousands of Italian and global players on their expectations for the next 3 years – will be revealed at the show. Another presentation relevant to industry analysis, the 9th wave of the Optical Monitor survey (developed in partnership with GFK and Silmo, that takes an in-depth look at topics related to business development), will provide insights about the current state of the Russian, Chinese, Japanese and US markets. Also on

the agenda are the traditional meetings, seminars and presentations hosted at the Otticlub conference center in pavilion 3.

All the information and latest news can be found at www.mido.com, where, during the next few hours, you can submit your candidacy for the BESTORE AWARD, the international competition dedicated to the leading optical outlets around the world.

Ready for the wonder? #livethewonder #MIDO2019

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